DELL

04075

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MAZAGINE

ONLY 40¢

NO. 109

JULY

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CRACKED

THE WORLD'S HUMOREST FUNNY MAGAZINE

ROBERT C. SPROUL, *editor and publisher*

JOHN SEVERIN, VIC MARTIN, DON OREHEK, JOHN LANGTON, BERNARD BAILY, CHARLES RODRIGUES, DICK WRIGHT, LO LINKERT, *artists*
JOE CATALANO, GEORGE GLADIR, ROBERT HEIT, *writers*
C. ANTSPELL, *pruf reader*
SYLVESTER P. SMYTHE, *janitor*

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FREE BONUS POSTER!
Carefully detach complete cover at staples and poster is ready for hanging!

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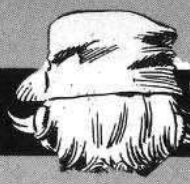
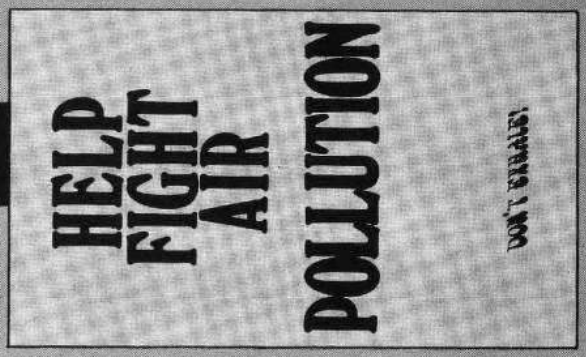


WHAT'S UP FRONT — OUR COVER

The squeeze is on. It's time to clean up our environment before it cleans us up. Let's start before the fine sands of time become big gobs of garbage.



LETTUCE from our Readers

Dear CRACKED,
Why do you call CRACKED a mazagine? I'll bet it was a spelling error that you continued. Am I write?

James Higgins
Baldwin, New York

No, you're wrong! A *mazagine* is a *magazine* that dares to be different. AND, we don't make spelling mistakes. We go to great pains to see that we are write!

Dear Sir,
Picked up your magazine for the first time and am amazed that you can find humor in these terrible times. The world is in trouble and you waste your time with this frivolity. Why don't you try to do something to make things better?

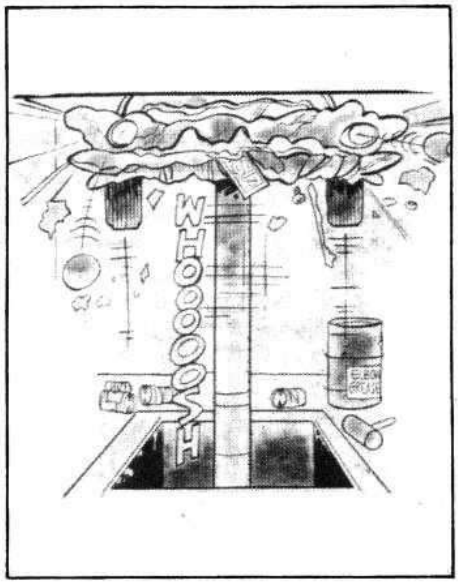
Mrs. Martha Downs
Erie, Pa.

We think smiles and laughter make things better. Have you noticed that solutions to problems come easier when you don't take them too seriously?

Dear CRACKED,
Your satire on service stations (CRACKED #107) exposes these "highway robbers". I'm glad someone has guts enough to strike back.

Dr. Albert Lawton, M.D.
Philadelphia, Pa.

You ain't seen nothin' yet! Wait'll you see "CRACKED Interviews a Doctor"!



Dear CRACKED Mazagine,
I've been reading CRACKED for 3 years and have seen John Severin sign his name as: O.O. Severin, Nireves, Severino, etc. But never has he signed his work John Severin. Why is this?

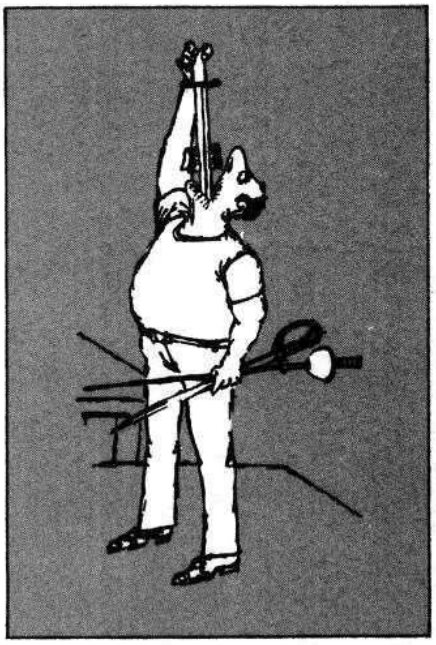
Bill Haney
Waco, Texas

Maybe he's ashamed of himself.

Dear CRACKED,
I'm an old Charles Rodrigues fan. Can't we see more of him in your mazagine?

Hopefully,
John Butler
Encino, Calif.

Always glad to hear from an old fan. Let's hear it from some young fans!



Dere CRACKED,
Im a yung fan of Charls Roderiges.

On second thought, let's hear it from some middle-aged fans!

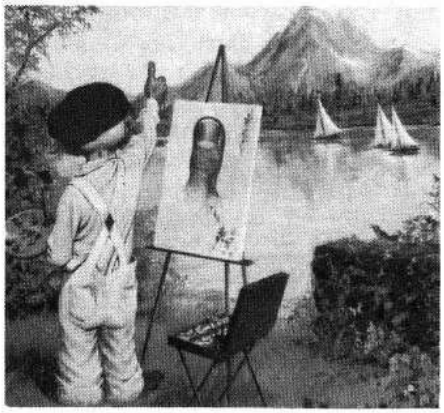
Dear CRACKED,
We flipped, we rolled on the floor, we still can't get our breath back. Shut-Ups (issue #108) are hilarious. Especially "Want gravy on your meatloaf?" More, more!

Tom & Mabel Davidson
Walla Walla, Wash.

Like music to our ears!

CRACKED is trying to help an old lady across the street even though she doesn't want to go . . .

CRACKED is tying a rope around your neck to keep a cold in your head from dropping to your chest . . .



Dear CRACKED,

Just read your 8th annual BIGGEST GREATEST CRACKED. It's the best bargain around. Do I have to wait a year for #9?

Ray Martin
Atlanta, Ga.

Of course you do! Annual means yearly. But, in the meantime, you can get the other four CRACKED ANNUALS: GIANT CRACKED, SUPER CRACKED, SHUT-UPS and KING SIZED CRACKED. Along with the eight regular issues and the, soon to be released, CRACKED paperbacks, you should have enough to keep you busy until next year.

Dear CRACKED,

I like to read the letters you print. I hope you always get letters because your answers to them are funny. I hope CRACKED Mazagine does not run out of business like Life did.

Leo Fellows
Syracuse, N.Y.

Dear Leo,

CRACKED is really Life in disguise, only don't tell anyone! Okay?

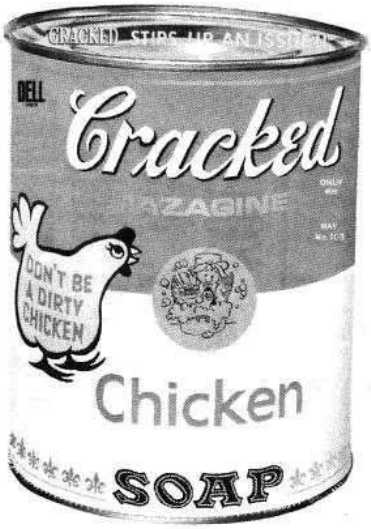
CRACKED:

Your cover for CRACKED 107 was by far the funniest. I've been collecting your magazine for a full year now and have had my letters in your magazine twice and hope to have them in more.

Steve McLaughlin
Pinole, California

Dear Steve,

We will not print anymore letters from you, Steve. Twice is enough!



Dear Sirs,

As an old chicken washer from way back. I'd like to congratulate you on your chicken soap product (CRACKED #108). My barnyard smells tolerable now, all except for that darn rooster, but he's always shied away from washings anyway. Complains they're for sissies! Thanks for helpin' out us chicken cleaners.

Sam Sneed
Little Rock, Arkansas

Dear Sam,

Thanks for writing. Your rooster sounds like a real chicken to us!

NEED MONEY?

HERE'S 20¢

Yup, we generously save all our subscribers 20c. (Whaddya mean we're cheap?) Really now, reserve your next 8 issues of

CRACKED

and we'll deliver 'em to your door. Mail the coupon today. Don't miss out, OK?

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235 PARK AVE. SOUTH
NEW YORK, N.Y. 10003

Here's my THREE DOLLARS Please put me on your subscription list real fast. I want lots of large laughs?

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ADDRESS .....

CITY .....

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8 Issues — $3.00. Outside U.S.A. — $3.50

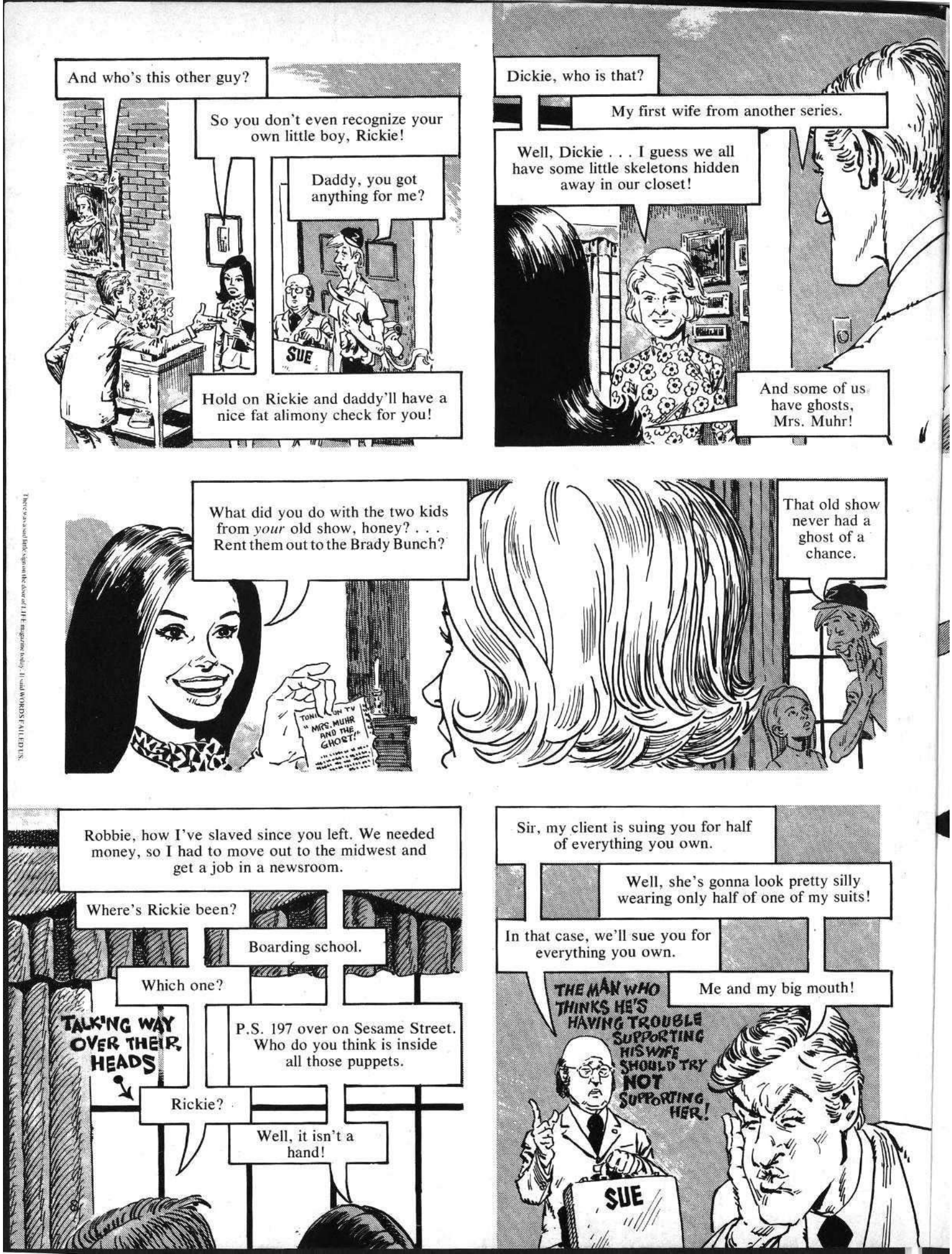
Ever wonder what happens to the old families of television shows? Well, the other night we were laughing through an old Dick Van Dyke rerun, and then later in the evening, suffering through a new Dick Van Dyke episode when we got to thinking, what does happen to families of old television shows? Well, never fear . . . CRACKED has finally found out and will now pass it on to you in this episode of the

All New, Freshly-Made, No Foolin', Ultra-Modern, Spruced-Up

DICKIE VON DORK SHOW

Tonight's Episode:

Wait! The door! Nobody move!
I'll get it, daddy!
You get it and *you'll* get it! Sit down and *I'll* get it!!
Why is daddy so mean this week, mommy?
Because he's suffering from a bad TV disease.
Radiation?
No, honey . . . low ratings!
LAURA!
WHEN ALL ELSE FAILS... TRY COMPLAINING
Yes, Robbie, it's me! It took me long enough to track you down.
What are you doing here?
You're married to me six seasons on your other show and then all of a sudden . . . poof . . . you disappear, and you ask me what *I'm* doing here!
Five years ago you told me you were just going outside to throw away the garbage.
Well, I did!
You mean you always brought our New Rochelle garbage to Phoenix?
Sometimes!
No wonder I had to buy you so many pairs of slippers.
Honey, let me explain to you what happened.
Oh, I know what happened . . . you left me and remarried!
Well, who's he? *Your* new husband?
No, Robbie . . . my *lawyer!* I'm suing you for desertion!
IF THE SHOE FITS... IT'S PROBABLY NOT ONE OF THOSE ON SALE!



There was a sad little sign on the door of LIFE magazine today. It said WORDS FAILED US.

CRACKED is turning down the job of President because there's no chance for advancement . . .

Girls, stop arguing . . . I know I'm worth fighting over, but it's just too embarrassing!
On second thought, Laura . . could you use another girl in the newsroom?
Hey, the doorbell! I wonder who it could be this time?
Dickie, how many more television series have you done?
Just these two!
Then I guess it's safe to open the door.
Oh, no!!
Hey, lady, who are you?
I'm the *real* Mrs. Dickie Von Dork, sweetie!
Oooh!
Dickie, I'm suing you for *trigomy!* What have you got to say for yourself?
Just two things. First, it looks like we're never gonna have to depend on the neighbors again to have enough for bridge . . .
And the other?
. . . Is to pack girls, because, next week, I'm going to use you three in the biggest deal Monty Hall ever made!

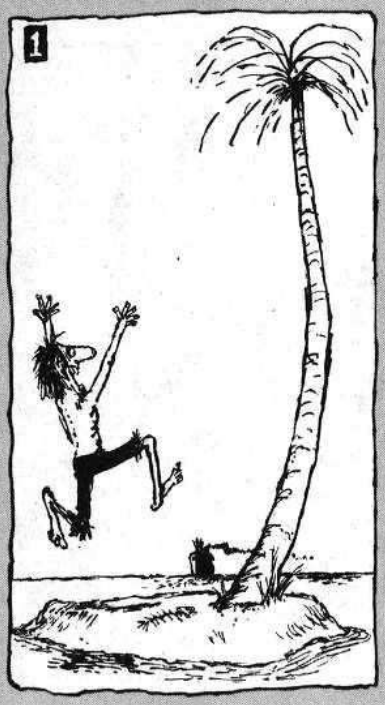
INTRODUCTION:
An important announcement from the publisher of CRACKED! Everybody knows that the first cartoon ever drawn was a so-called 'Desert Island' cartoon. And by now we're all sick of them! CRACKED has commisioned the eminent Indonesian* cartoonist IRIT KAJIIJ Jr. to draw the last 'Desert Island cartoons ever to appear anywhere!
*** Indonesia is a nation of islands, you know.**

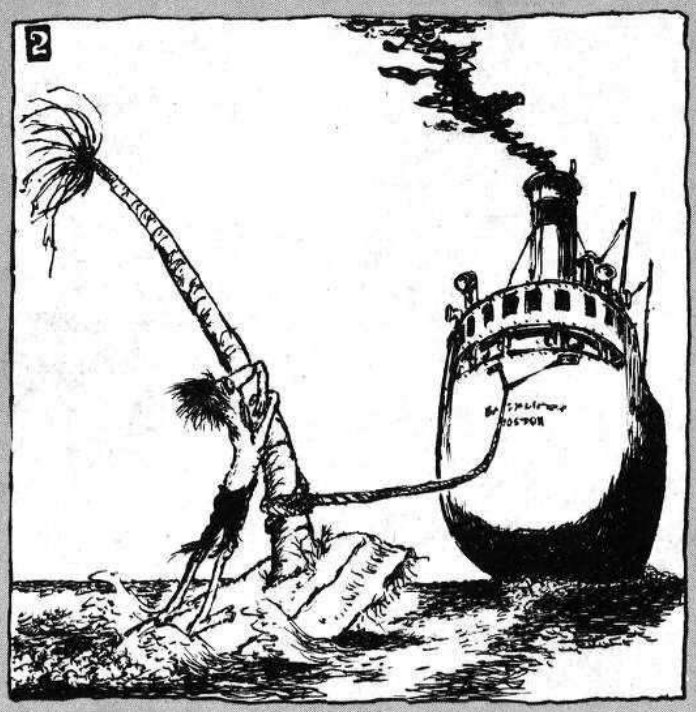
CRACKED

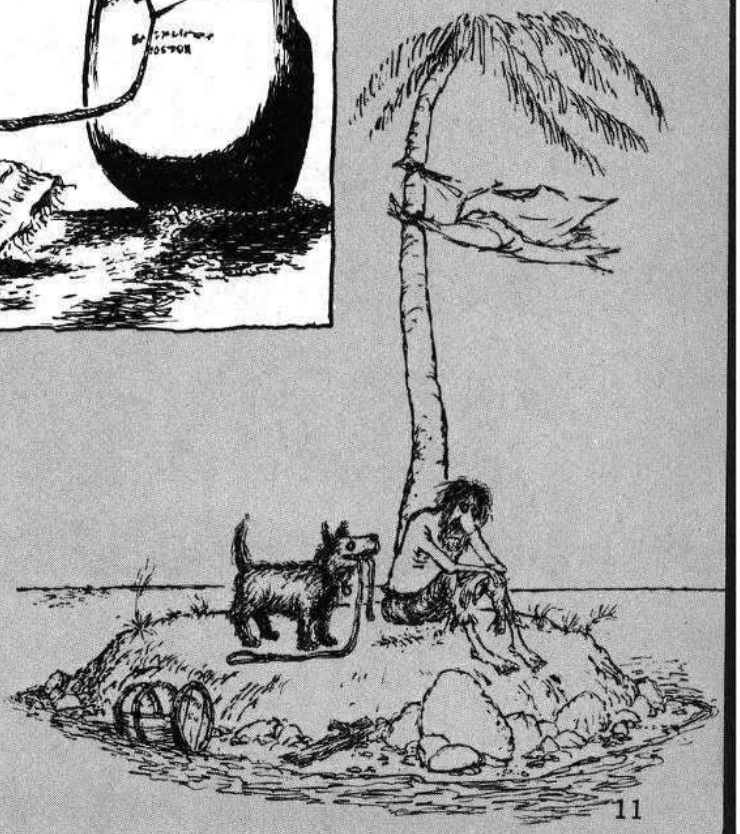
PROUDLY PRESENTS WITH GREAT RELIEF,

THE LAST OF THE 'DESERT ISLAND' CARTOONS!

BUY IRIT KAJIIJ JR.







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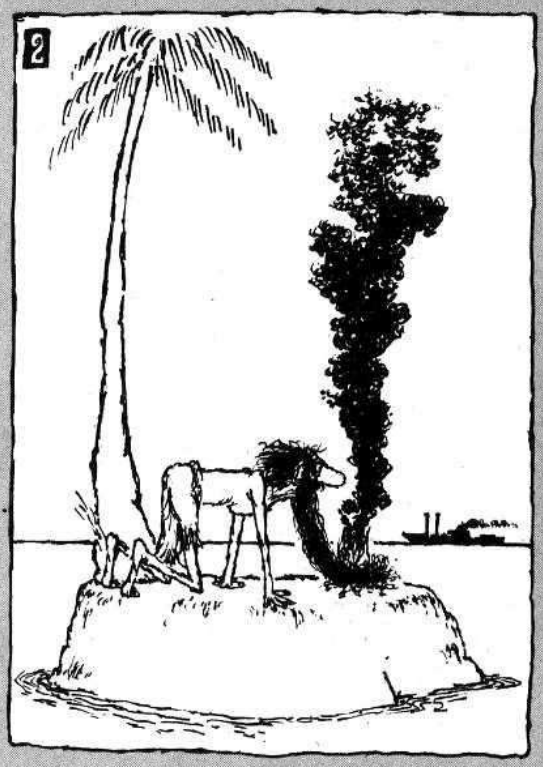
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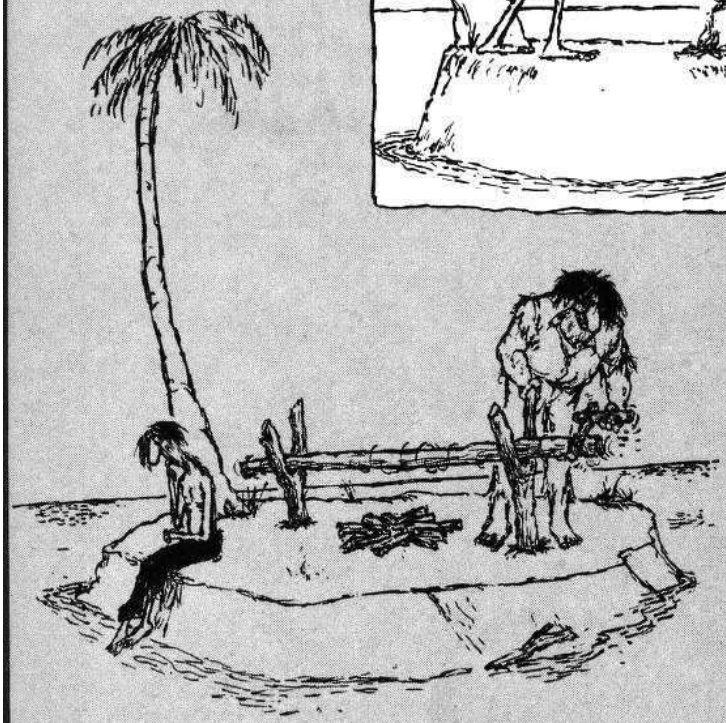
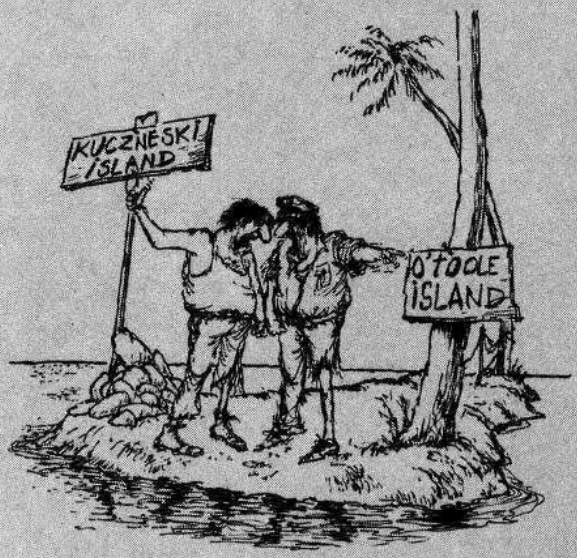
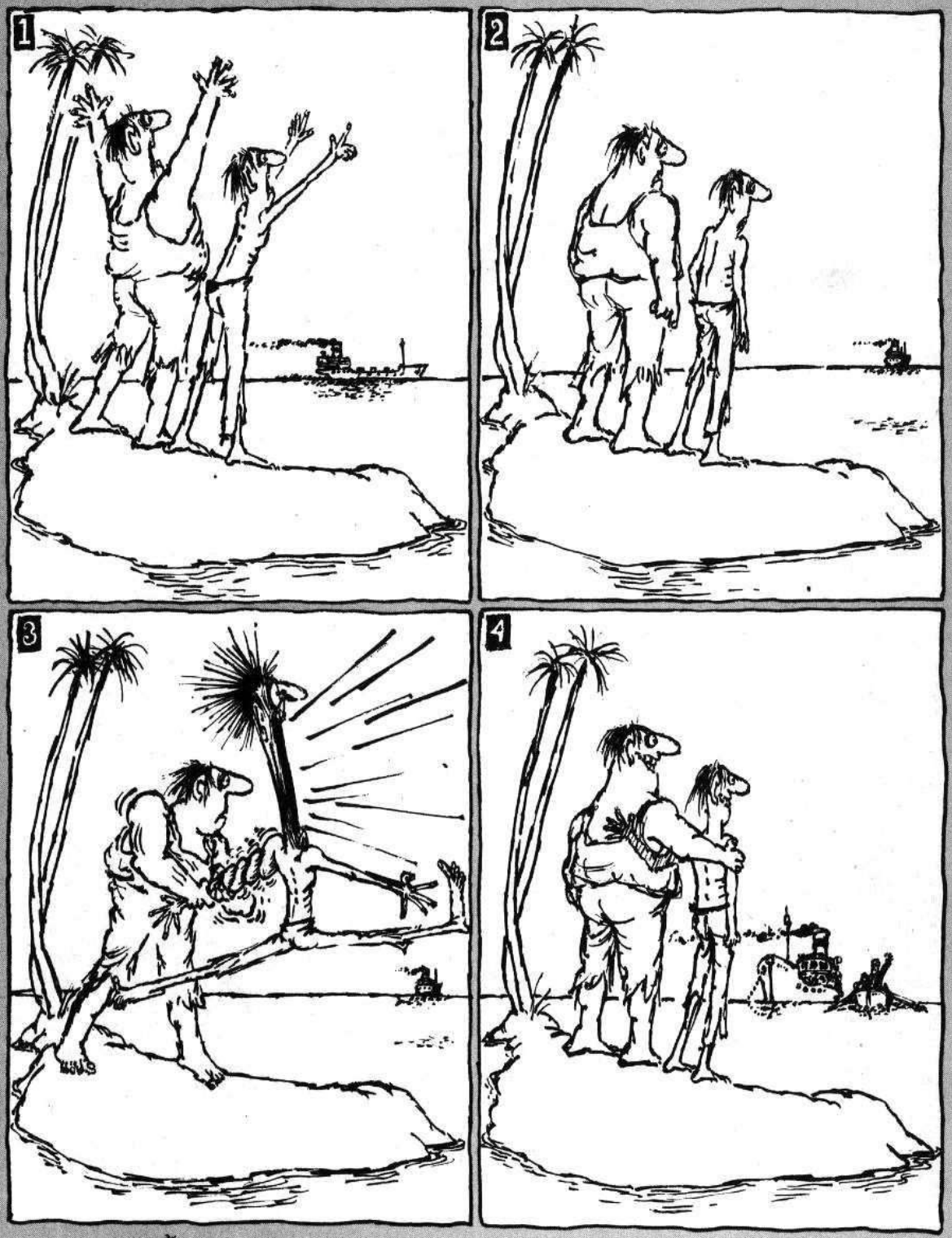



KUCZNESKI ISLAND
O'TOOLE ISLAND

REST ROOMS

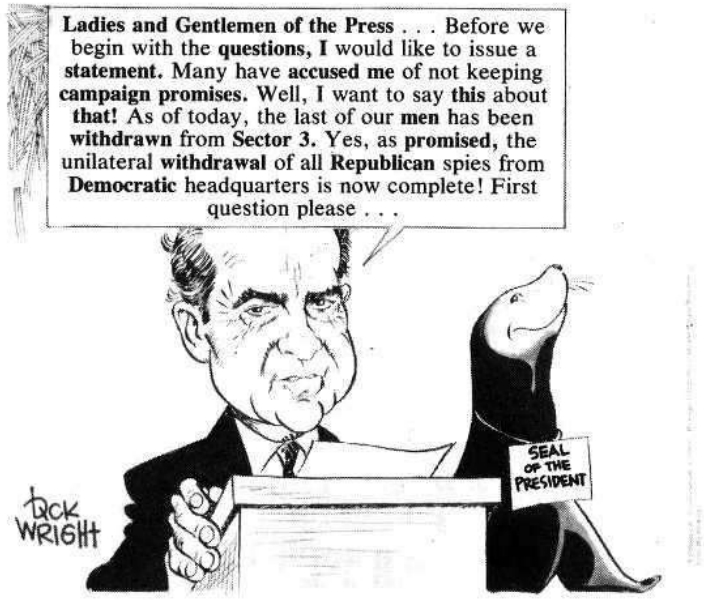


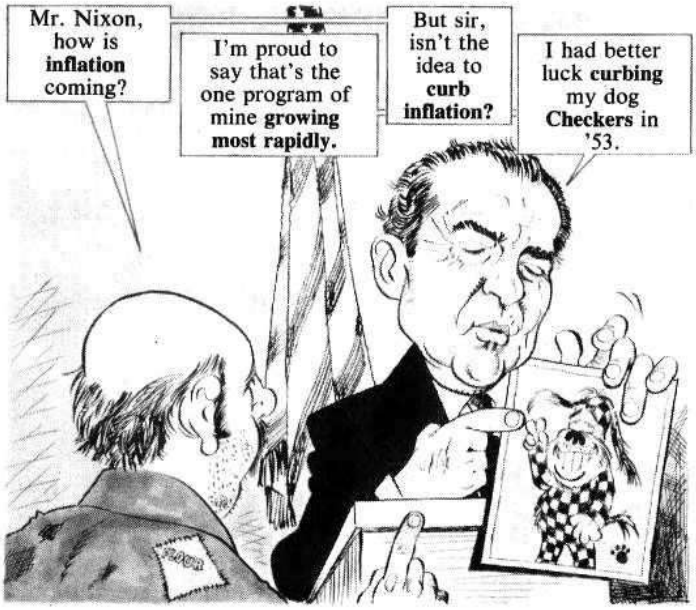
THE END!

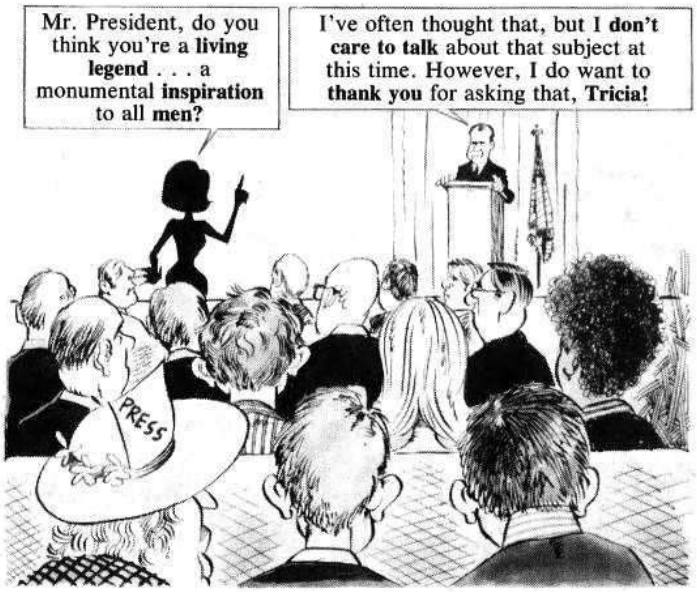
OF THE 'DESERT ISLAND' CARTOON

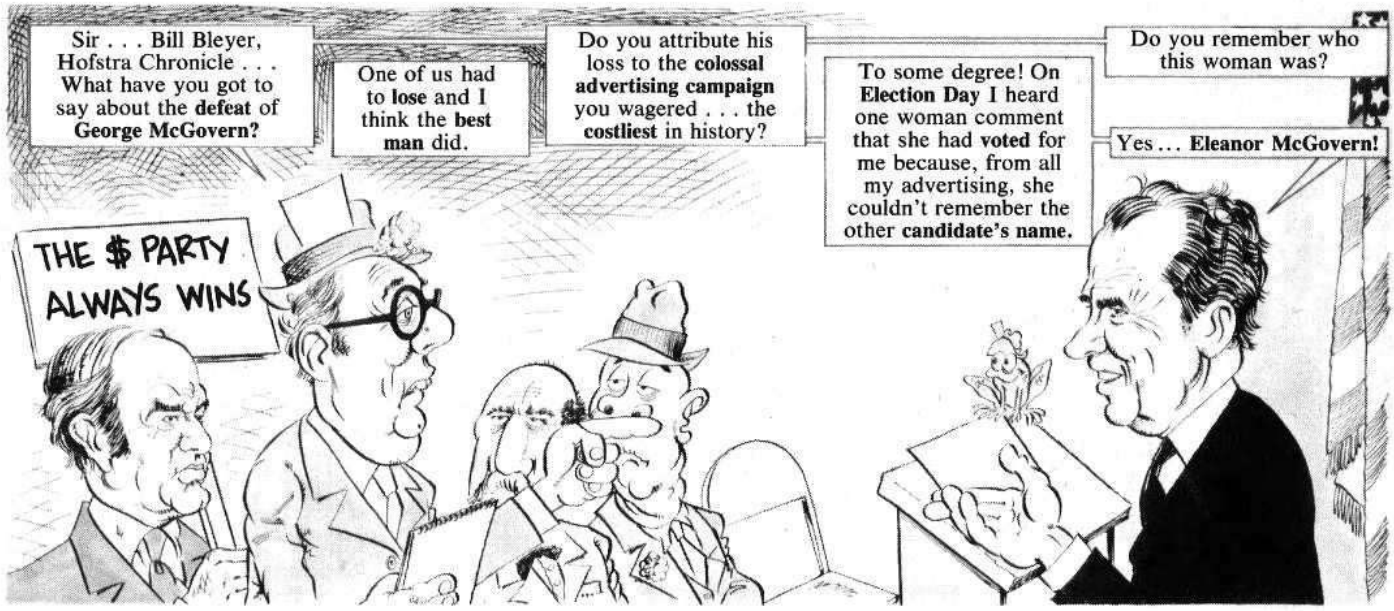
In past administrations, there used to be a press conference **every month . . . but** not **with** Mr. Nixon's. **He** seldom **has one because he favors** direct speeches **instead. Well, CRACKED thought it was about time for another** meeting of the minds **and thus went out and** assembled **all of the nation's** top reporters **together. So, without further ado, if you'll all rise, we now present . . .**

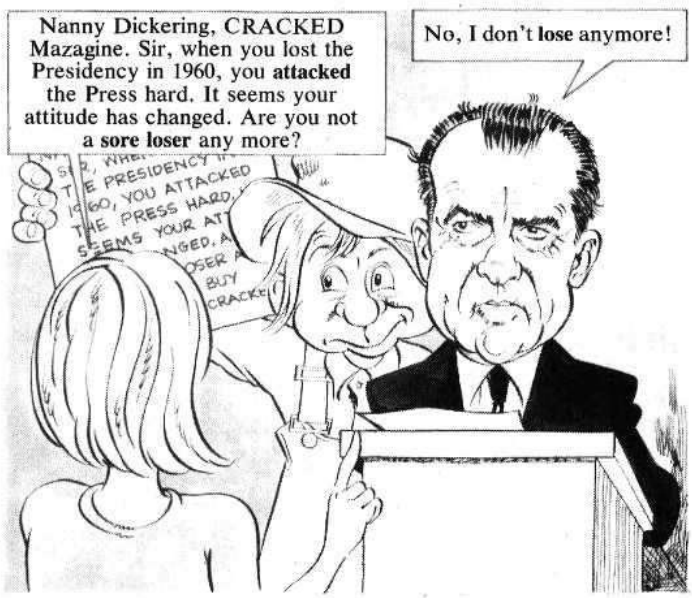
RICHARD NIXON'S PRESS CONFERENCE

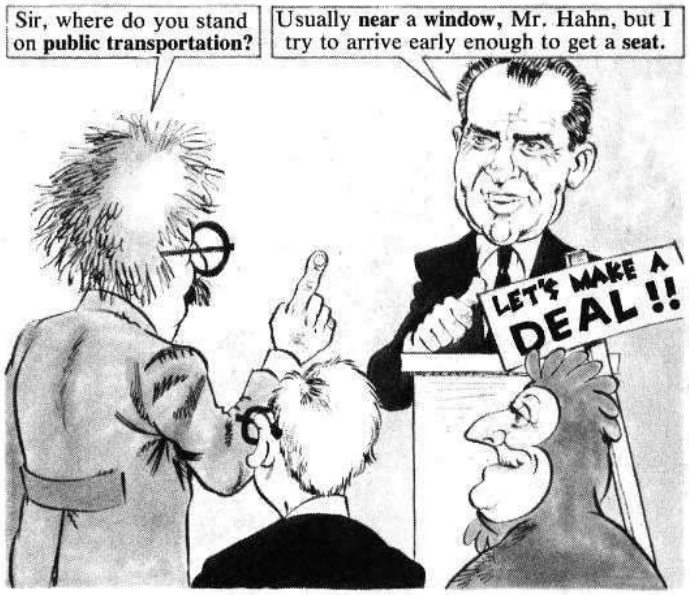


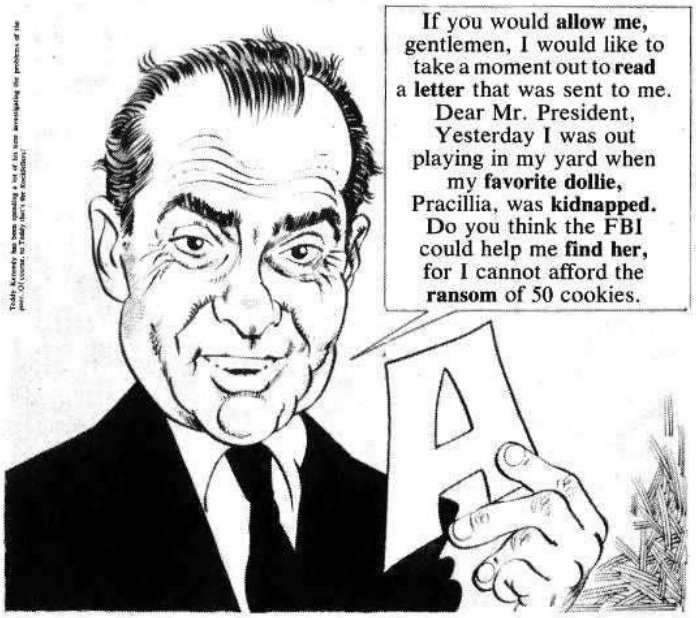


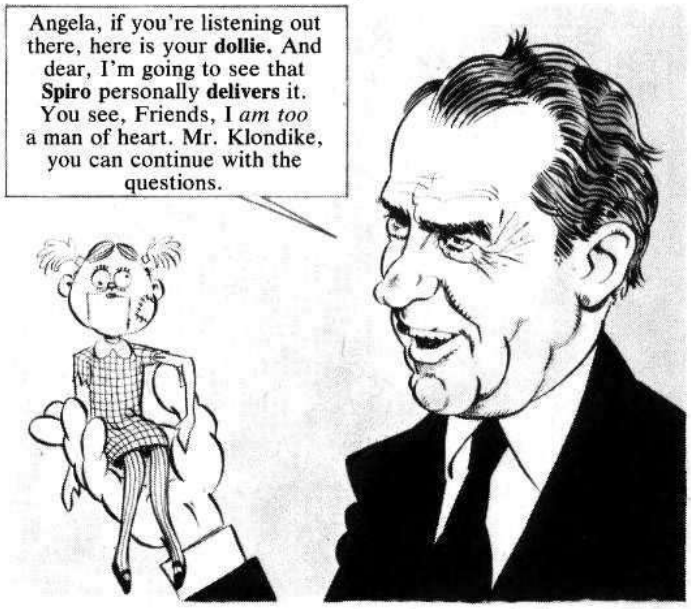



Sir . . . Bill Bleyer, Hofstra Chronicle . . . What have you got to say about the **defeat** of **George McGovern?**
One of us had to **lose** and I think the **best man** did.
Do you attribute his loss to the **colossal advertising campaign** you wagered . . . the **costliest** in history?
To some degree! On **Election Day** I heard one woman comment that she had **voted** for me because, from all my advertising, she couldn't remember the other **candidate's name.**
Do you remember who this woman was?
Yes . . . **Eleanor McGovern!**
THE $ PARTY ALWAYS WINS

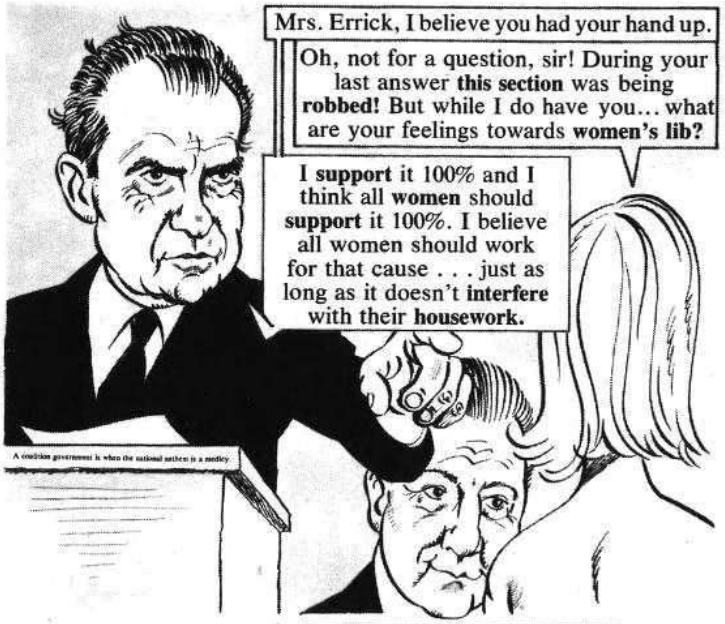

Nanny Dickering, CRACKED Mazagine. Sir, when you lost the Presidency in 1960, you **attacked** the Press hard. It seems your attitude has changed. Are you not a **sore loser** any more?
No, I don't **lose** anymore!

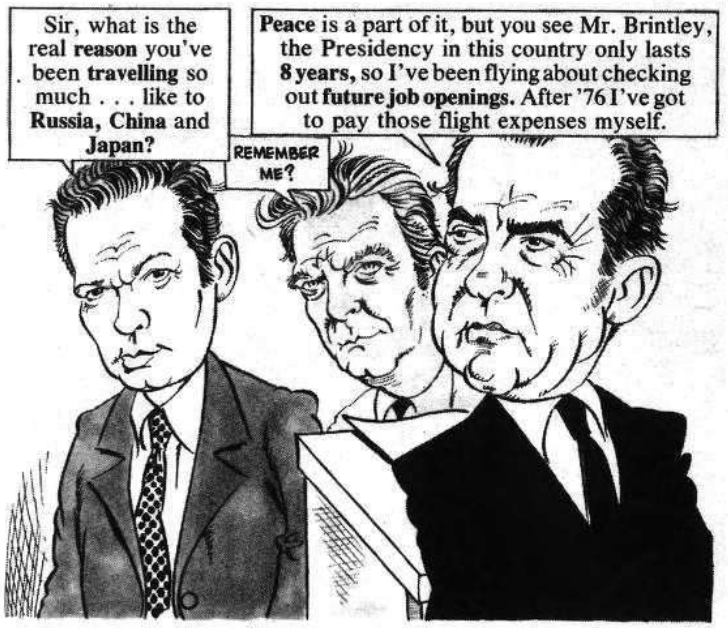

Sir, where do you stand on **public transportation?**
Usually **near a window,** Mr. Hahn, but I try to arrive early enough to get a **seat.**
LET'S MAKE A DEAL!!

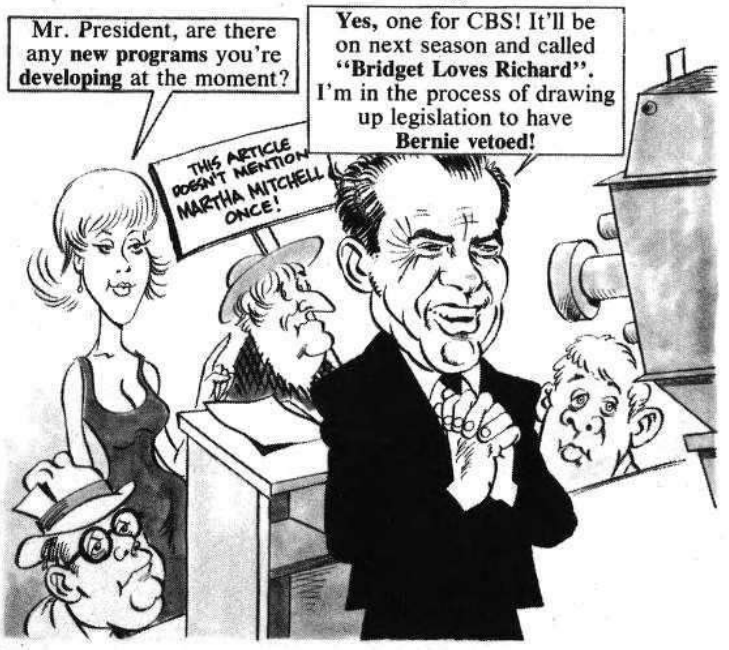

If you would **allow me,** gentlemen, I would like to take a moment out to **read** a **letter** that was sent to me. Dear Mr. President, Yesterday I was out playing in my yard when my **favorite dollie,** Pracillia, was **kidnapped.** Do you think the FBI could help me **find her,** for I cannot afford the **ransom** of 50 cookies.

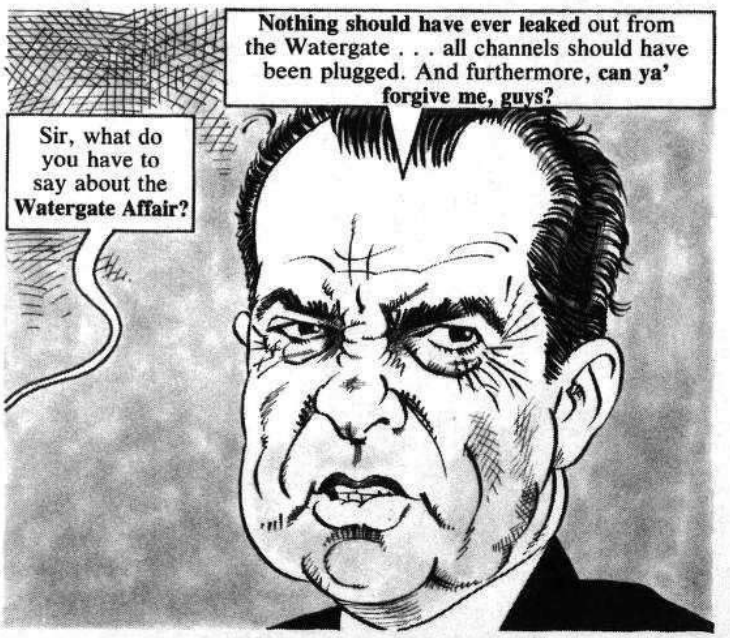

Angela, if you're listening out there, here is your **dollie.** And dear, I'm going to see that **Spiro** personally **delivers** it. You see, Friends, I *am too* a man of heart. Mr. Klondike, you can continue with the questions.

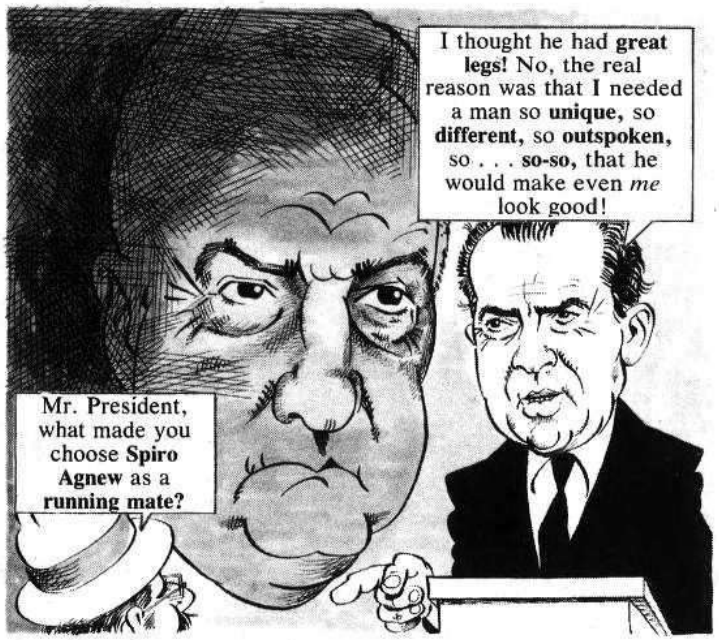
Mr. President, **crime has risen** more than 50% in the first 6 months of this year. Do you have any **explanations** as to why?
This is because our **law enforcement agencies** were operating at a 50% **reduction.**
Why is this?
They were all out searching for little Angela's dollie . . . but things are getting better.

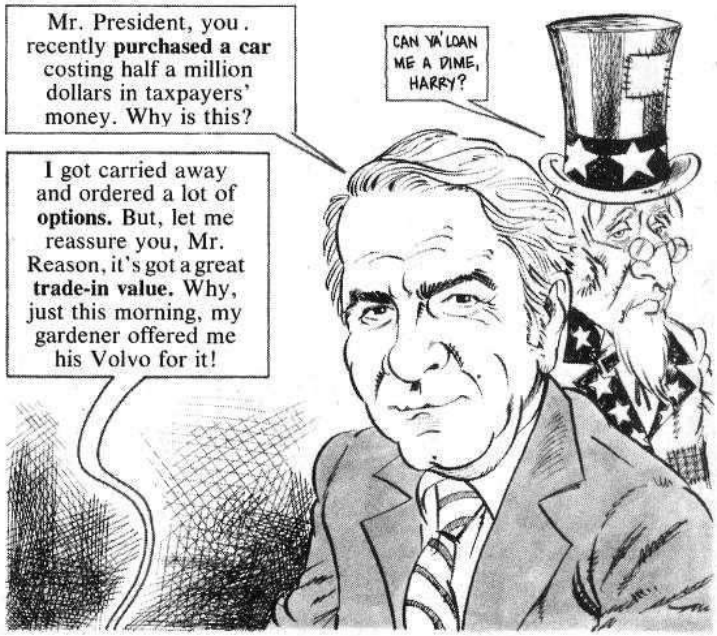

Mrs. Errick, I believe you had your hand up.
Oh, not for a question, sir! During your last answer **this section** was being **robbed!** But while I do have you... what are your feelings towards **women's lib?**
I **support** it 100% and I think all **women** should **support** it 100%. I believe all women should work for that cause . . . just as long as it doesn't **interfere** with their **housework.**
A coalition government is when the national anthem is a medley.

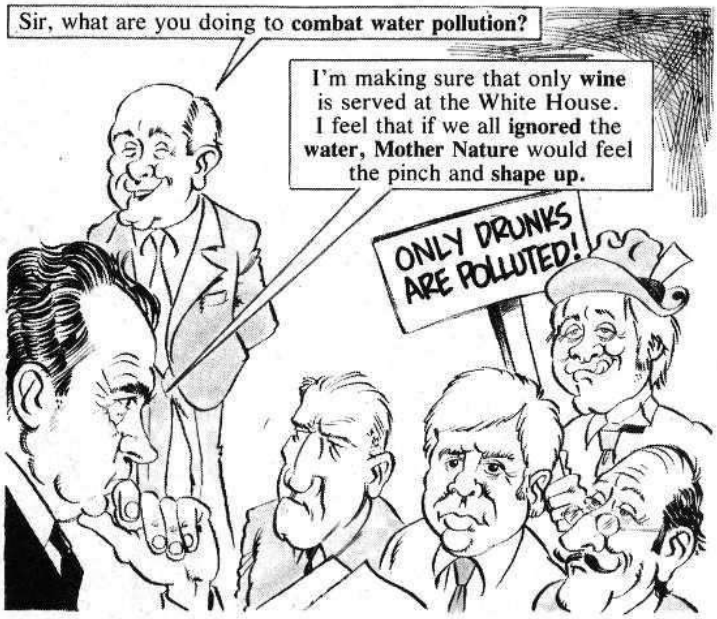

Sir, what is the real **reason** you've been **travelling** so much . . . like to **Russia, China** and **Japan?**
Peace is a part of it, but you see Mr. Brintley, the Presidency in this country only lasts **8 years,** so I've been flying about checking out **future job openings.** After '76 I've got to pay those flight expenses myself.
REMEMBER ME?

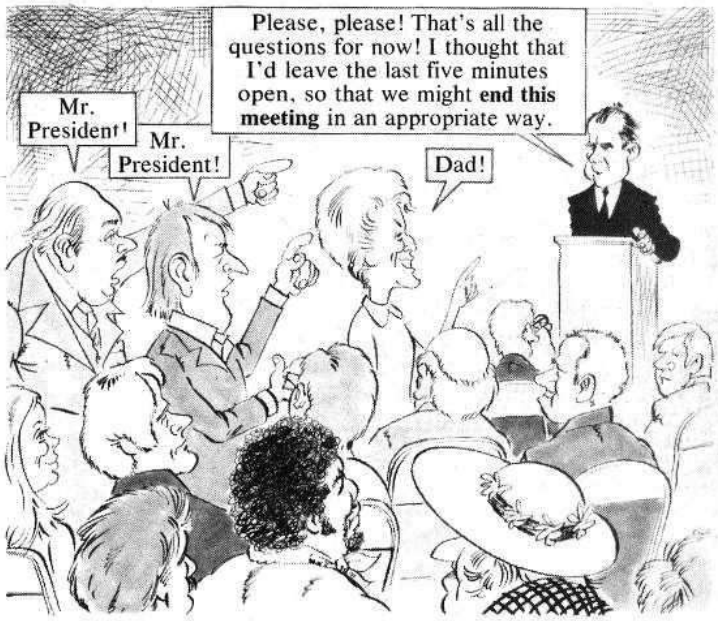

Mr. President, are there any **new programs** you're **developing** at the moment?
Yes, one for CBS! It'll be on next season and called **"Bridget Loves Richard".** I'm in the process of drawing up legislation to have **Bernie vetoed!**
THIS ARTICLE DOESN'T MENTION MARTHA MITCHELL ONCE!

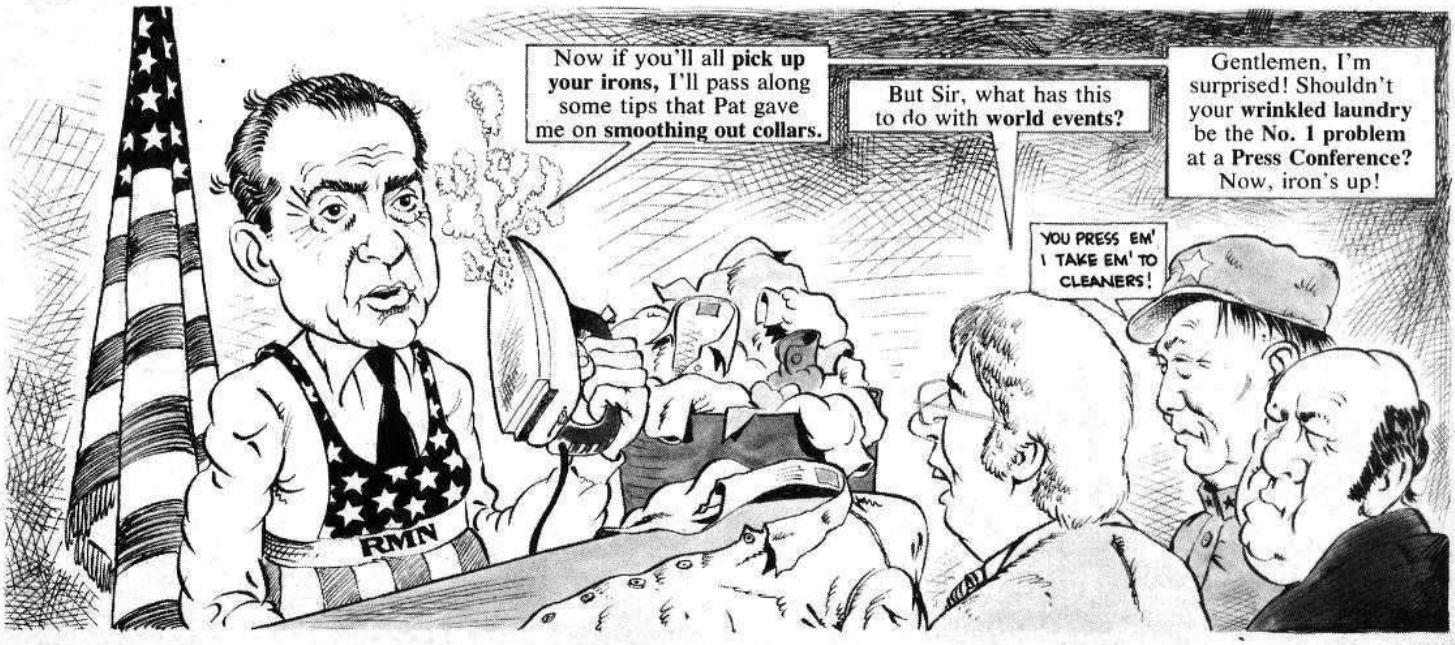

Sir, what do you have to say about the **Watergate Affair?**
Nothing should have ever leaked out from the Watergate . . . all channels should have been plugged. And furthermore, **can ya' forgive me, guys?**


I thought he had **great legs!** No, the real reason was that **I** needed a man so **unique,** so **different,** so **outspoken,** so . . . **so-so,** that he would make even *me* look good!
Mr. President, what made you choose **Spiro Agnew** as a **running mate?**


Mr. President, you recently **purchased a car** costing half a million dollars in taxpayers' money. Why is this?
I got carried away and ordered a lot of **options.** But, let me reassure you, Mr. Reason, it's got a great **trade-in value.** Why, just this morning, my gardener offered me his Volvo for it!
CAN YA' LOAN ME A DIME, HARRY?


Sir, what are you doing to **combat water pollution?**
I'm making sure that only **wine** is served at the White House. I feel that if we all **ignored** the **water, Mother Nature** would feel the pinch and **shape up.**
ONLY DRUNKS ARE POLLUTED!


Please, please! That's all the questions for now! I thought that I'd leave the last five minutes open, so that we might **end this meeting** in an appropriate way.
Mr. President!
Mr. President!
Dad!


Now if you'll all **pick up your irons,** I'll pass along some tips that Pat gave me on **smoothing out collars.**
But Sir, what has this to do with **world events?**
Gentlemen, I'm surprised! Shouldn't your **wrinkled laundry** be the **No. 1 problem** at a **Press Conference?** Now, iron's up!
YOU PRESS EM' I TAKE EM' TO CLEANERS!
RMN

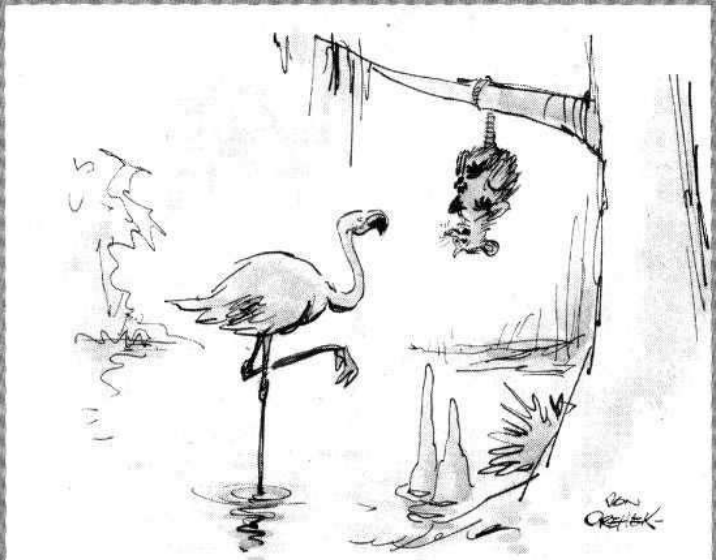
Welcome to one of our favorite hunting grounds for laughs, namely

THe WoRLD oF MR. OREHEK

"You think you're a dog? Off the couch!"

"If I were you I'd see the Better Business Bureau!"

"He had a very bad experience with a bird once!"



"Of course not. Does all the blood rush to your foot?"

"Now what kind of an undercover cop is that!"

"WOW! Did you hear that sonic boom?"

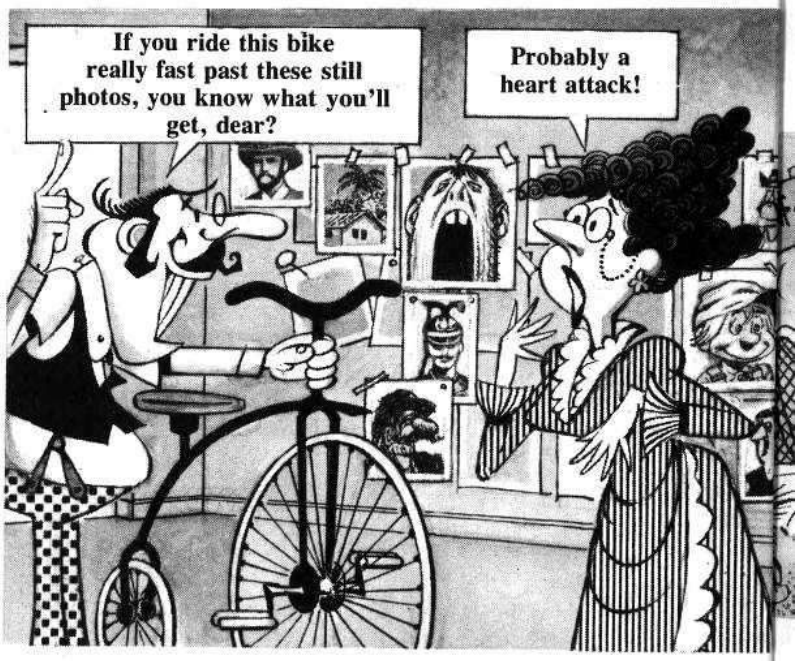
"I'm sorry, dear but he's the only doctor I could find who makes house calls!"

Today, you probably take the cinema for granted, but did you know that it has a long "moving" history? (clever, huh!) Well, we at CRACKED decided to help you overcome another phase of your ignorance. Last week, we spent countless hours in the library digging up facts, looking up names and 28 minutes later we came up with this informative article which we cleverly titled . . .

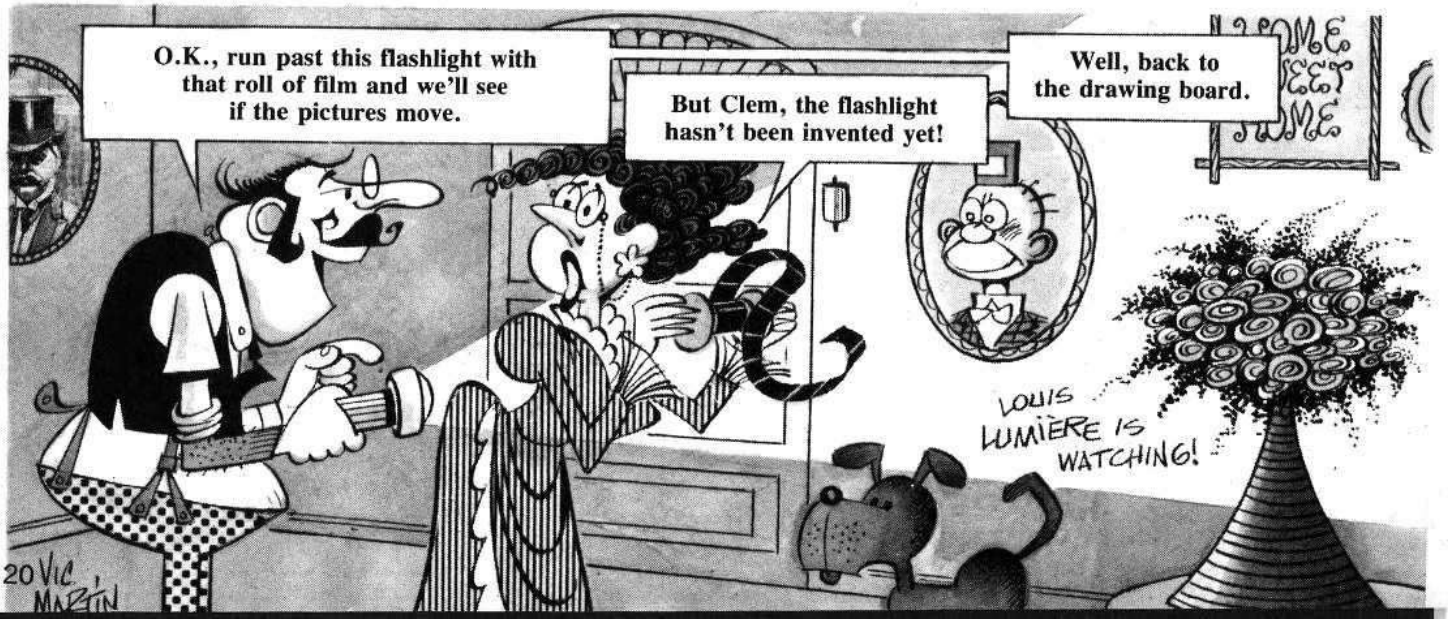
A CRACKED HISTORY OF THE MOVIES

The idea of making a moving picture came about in a strange way.

Once the idea was planted in his head, Clem actually set out to invent a moving picture.



Several months later . . .

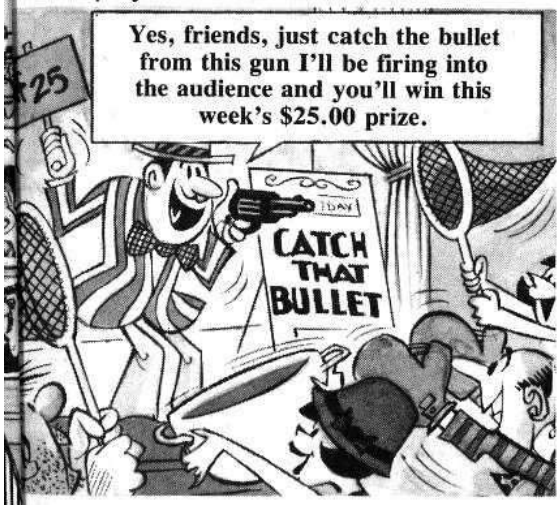


But finally someone did invent the moving picture. As to who or when it was is of little importance to us. (Well, we didn't promise you a complete **history of the movies . . . only a CRACKED one.)**

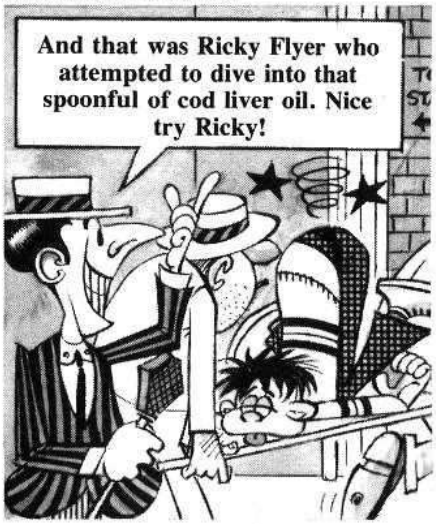
The motion picture industry as we know it today, started off with the silent era. A typical scene from a movie of that period follows:

If you noticed, there was very little to hear, so sound was invented. Now there could be scenes like this:

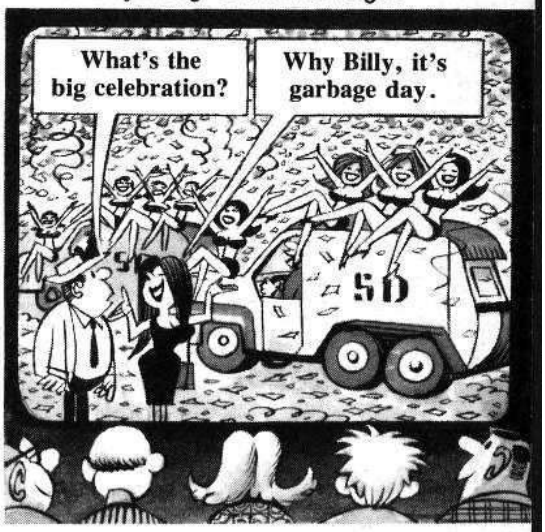
In the '30's the depression came, so movies became an escape and, as an incentive to go, games were played in the theatre like . . .



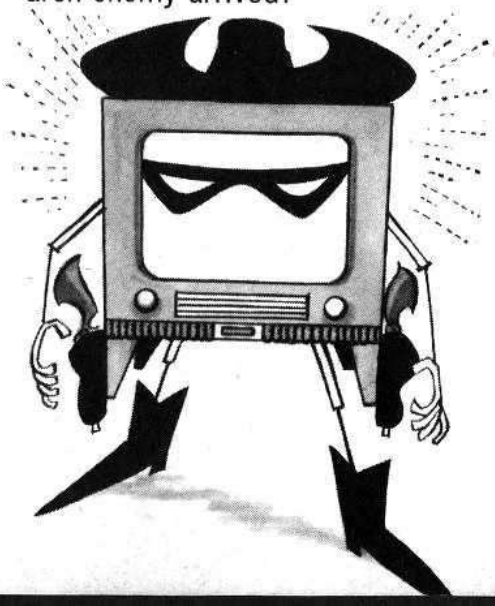
Along with films, there were vaudeville and amateur shows as added attractions.



Things were flying when the '40's came and big, gaudy musicals about anything were the rage.

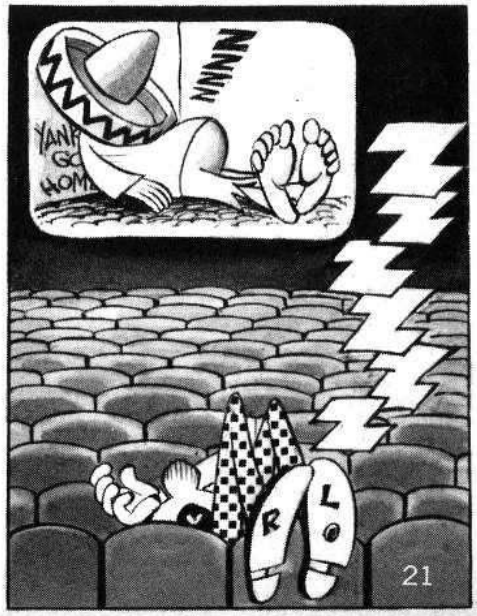


But then in the '50's, the movies arch enemy arrived.



Yes, the movies went from . . .

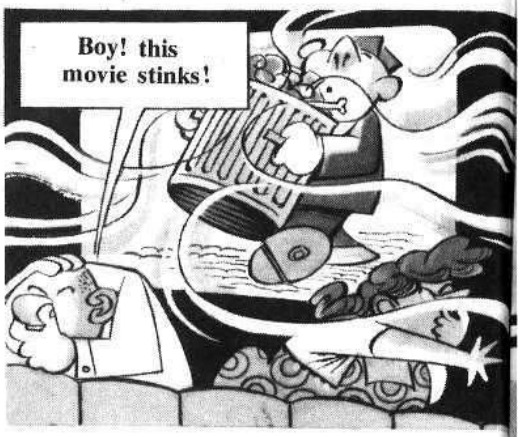
. . . to



So new gimmicks were tried, like 3-D . . .

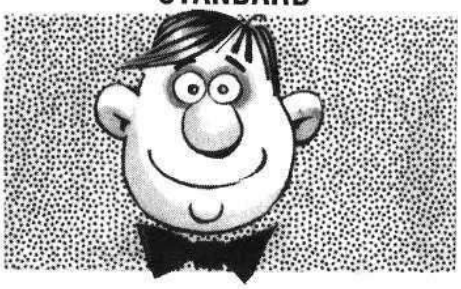
. . . stereophonic sound . . .

. . . and smellovision!

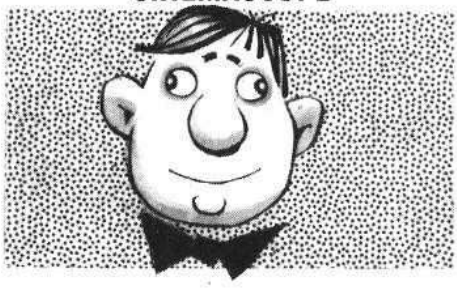


And to compete with the smallness of the TV screen, movies started emphasizing the bigness of the movie screen by creating larger and larger sizes.

STANDARD



CINEMASCOPE

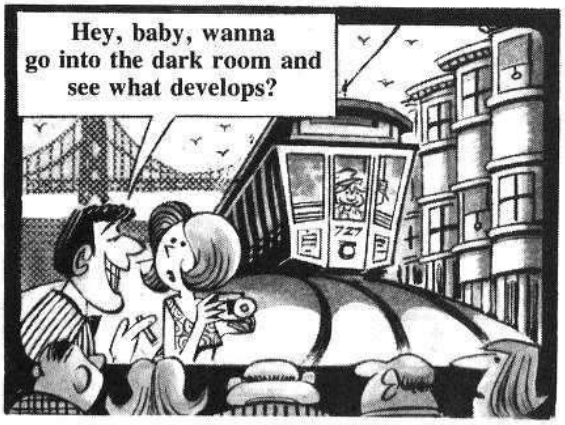


CINERAMA

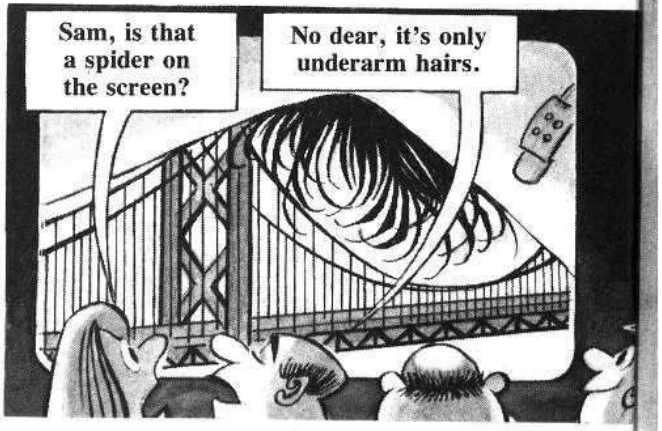
VIRGINIA IS A GAG

Then in the fifties, the "art" film was introduced. This was merely a standard movie that told a simple story in such a confusing way that few people understood it . . . thus it was art. With these movies, new camera angles and techniques were introduced. For example . . .

Shot of San Francisco in a standard movie.



Shot of San Francisco in an art movie.



Now before we move any further, we must show two other related things that happened in the movie industry. One was the raising of admission prices and the complication of who pays what . . .

1940

ADULTS	.25
CHILDREN	.10

1950

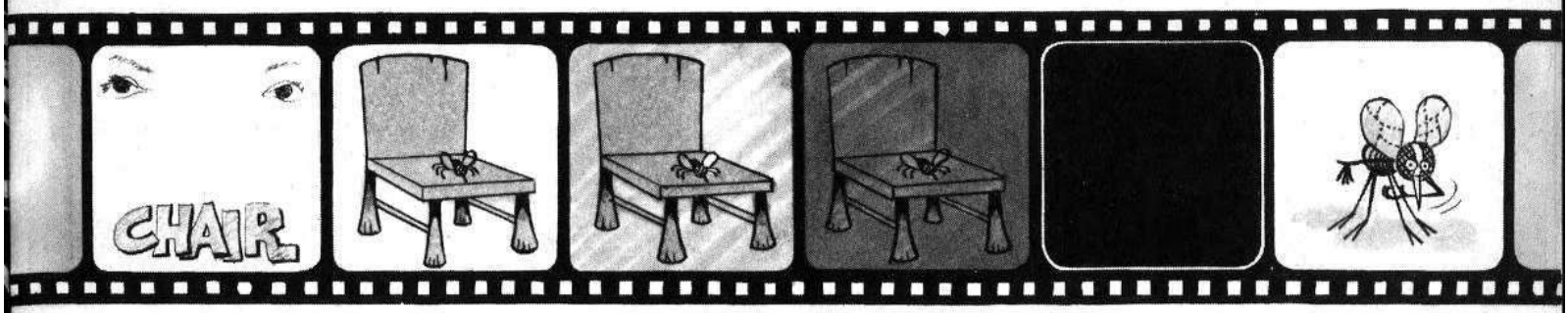
ADULTS	.75
CHILDREN (Under 12)	.25

1970

ADULTS	2.50	SENIOR CITIZENS	1.25
STUDENTS (under 18)	2.00	CHILDREN (under 12)	1.00
STUDENTS (over 18 with I.D.)	2.25	HOMELY GIRLS	1.29

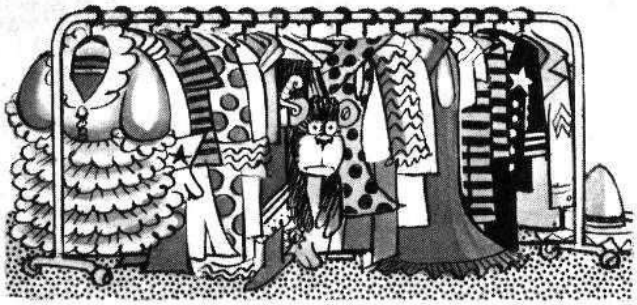
. . . and the second was the strange things that happened at the candy concessions.

Coming into the 1960's, the underground movie developed. Different from the art films of the '50's, these were made so that absolutely **no one** understood them. However, no one was willing to admit it. One typical film was . . .

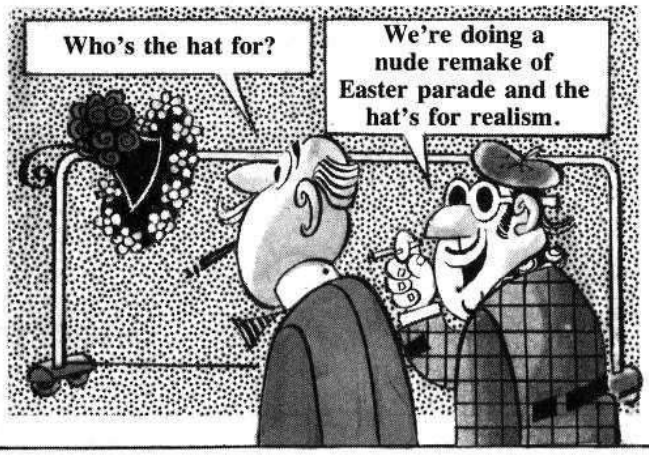


Came the late '60's, and everyone knows what happened.

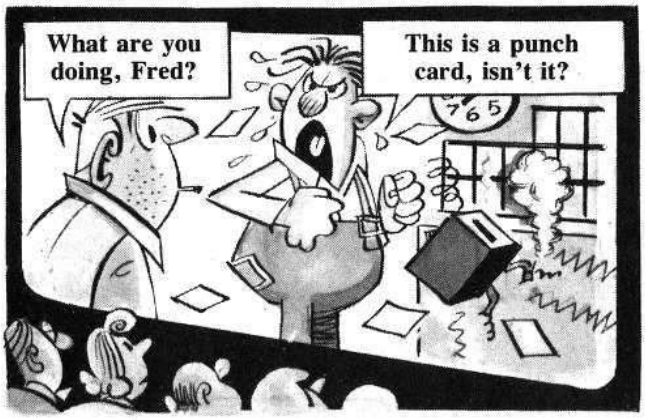
1950 wardrobe rack for one movie



1970 wardrobe rack for 11 movies



Came the '70's and everyone was sick of sex. Now violence was the craze.

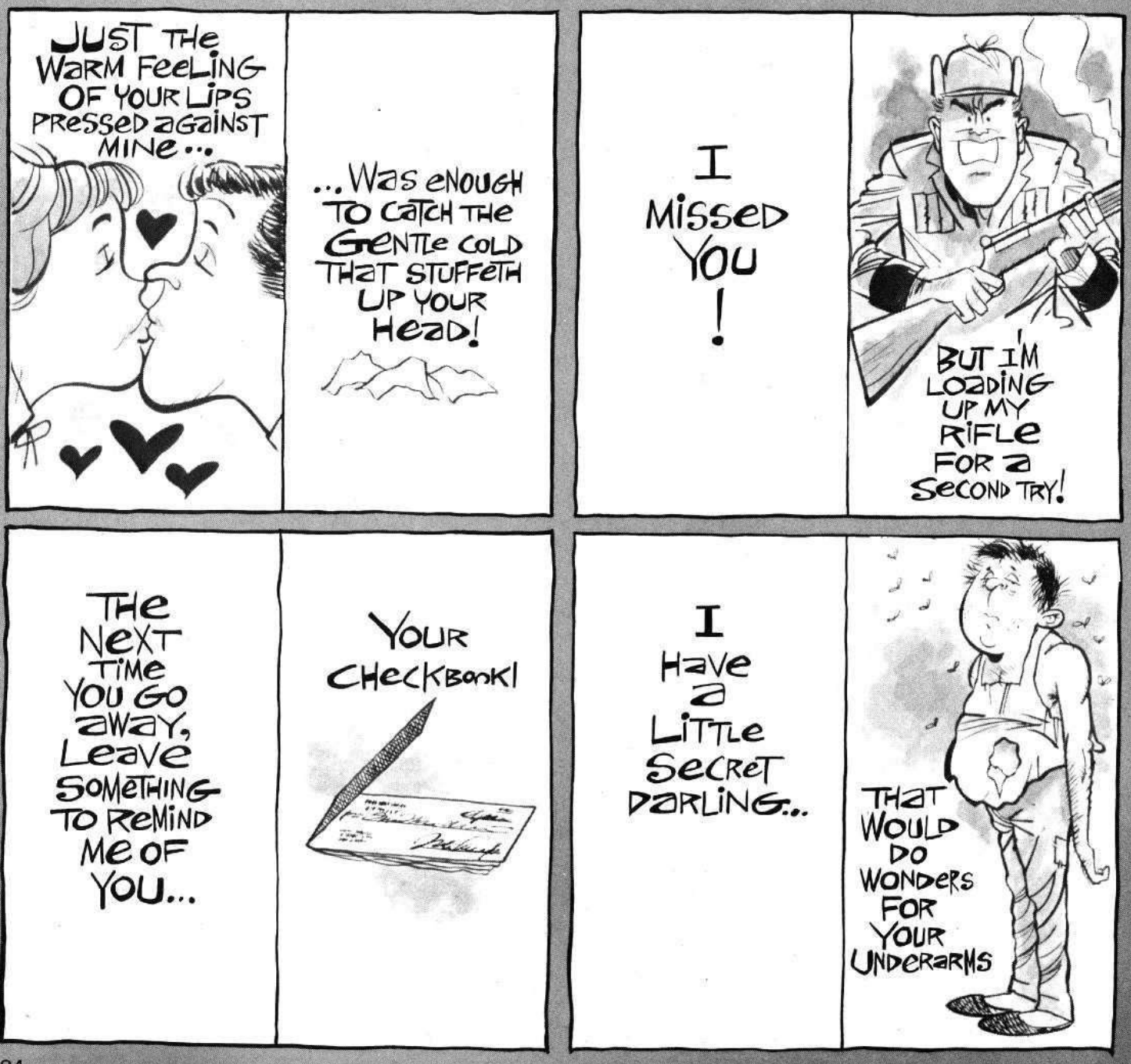


And what's to come in the future? Well, the biggest thing on TV right now is old movies, so, we predict that in no time, at your favorite local movie, you'll be seeing . . .

THIS ARTICLE HAS BEEN RATED (X)

Today, there's a whole new trend in greeting cards. No longer do you send one just to say "Happy Birthday" or "Merry Christmas." Now, there are "I Love You" cards and "Miss You" cards . . . all centered around the themes of love and romance. Well, CRACKED thinks that now that these have caught on, it's about time for an additional line of send-outs, mainly . . .

Cracked's Romantic Greeting Cards THAT EXPRESS EVERYTHING



WHO CARES IF YOU'RE SICK DARLING?
NOW GIVE ME A MINUTE AND I'LL THINK OF SOMEONE!
IF THE RAIN STOPPED FALLING FROM THE SKY...
THEN THE WHOLE WORLD WOULD BE AS FILTHY AS OUR LITTLE LOVE NEST, DARLING
I LOVE THE LONG BLOND HAIR...
THAT'S GROWING OVER YOUR RUBY RED LIPS (PLEASE SHAVE)
OUR LOVE IS LIKE THE LAST PAGE OF A GREAT ROMANTIC NOVEL...
IT'S OVER!
THE END
YOU'VE GAINED A LITTLE WEIGHT
BUT NOW THERE'S SO MUCH MORE OF YOU TO SEE!
TEARS ARE FLOODING MY EYES...
LIKE THE GENTLE WATER THAT DROPPETH FROM THE BATHROOM FAUCET YOU FORGOT TO CLOSE!

There's only one thing that'll bring out more people than "The Godfather" and that's a car accident. And what goes on at one of these is pretty similar to a three-ring circus. So sit back now and enjoy, (because this is one accident that wasn't your fault) as

CRACKED LOOKS AT A FENDER BENDER

American cars certainly arent built well. Look at that awful dent!
Not that dent! I'm talking about the one you made when you leaned on the trunk!
Yeah, one little accident and a car needs hundreds of dollars in repairs.
I'm from the Pine Park Guardian. Can we get some of you people to please lie under one of the cars?
What for?
Well, you heard those ladies. Who wants to read about an accident where no one was maimed, injured or killed.
We're in luck, Bill! I just found an ice cream man who could easily pass as an ambulance driver.
Do you know that they're still waiting for their insurance man to come?
How'd he get there so fast?
Well, the least I can say is that when I had my accident, my insurance man was there right on the spot.
He was driving the car I hit!
My son had an accident once. He went through a stop sign.
What obey? He was driving too close to the sidewalk and went right through the sign!
It's very dangerous when you don't obey signs.
My son was once in an accident too! He was hit by a train.
It does too! A car drove him to the hospital.
But why tell me that here? It's got nothing to do with automobiles.
STOP
I'm so glad that this accident happened now.
Right! Maybe we'll finally get a stop sign on this corner.
Well, that and the fact that at this time there's usually nothing worth watching on TV!
I haven't seen you in so long, Mabel, and you only live down the block. Why, the last time we talked was . . .
Hurry! Hurry! Get your souveniers of this great accident! Three bits of broken glass for a quarter!
Wait a minute! You're the guilty driver's brother! How come he's letting you sell souveniers of the accident?
HAPPY DAYS ICE CREAM
ICE CREAM POPS
Well, he's gotta raise money in a hurry to buy something he desperately needs.
What's that?
It was when the Jackson's house burned down.
Auto insurance!
That's right! Well, accidents and fires certainly do help keep the neighborhood in touch, don't they?
FOR SALE CHEAP

Today we hear a lot about prison reform. It seems the public on officials to make the prison better place to live in. If all other extreme, in which prisons become a sheer paradise

RESORT BROCHURE

HEAVENWORTH

"A Home Away From Home"

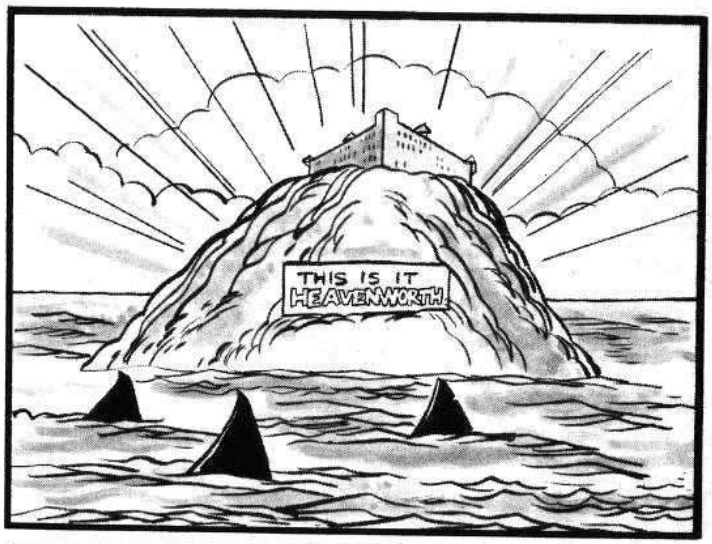
BROCHURE **For The Fall 1973-1993**

A Twenty-Year Stretch
(with time off for good behavior)

HEAVENWORTH is owned and operated by the fun-loving people of the Kansas State Penal Committee in conjunction with the Hilton Hotel Corporation.

1. INTRODUCTION

Thinking of being sent up the river for a spell? Well then, why not consider **HEAVENWORTH,** just a hop, skip and a bail-jump from Albuquerque. Located on the sheer scenic cliffs of Mugger Mountain, there's a breath-taking 2000 foot drop all around you. Just the colorful sight of the alligator-infested river beneath should be enough to convince you that **HEAVENWORTH** is where you'd like to be in the years to come.



Why HEAVENWORTH?

Read this message from our landlord, Warden O'Brien.

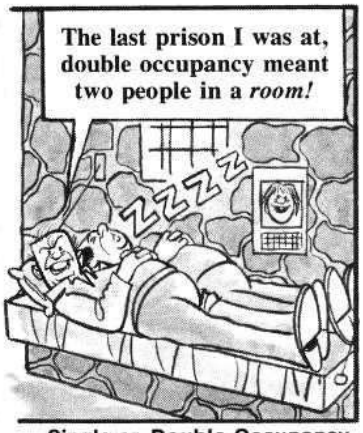
"Many people have asked me, 'Why *HEAVENWORTH*' and I tell 'em, why not! It's a very nice place . . . there's no getting away from it. Yes, the man who designed *HEAVENWORTH* really created one heckuva stir! Sure, if you're tough, *HEAVENWORTH* will beat the livin' crud out of you! But there are the nice "extras" that you just don't find anywhere else . . . not even on the outside. Why not read this informative booklet and you'll know why thousands of American convicts are saying, "*HEAVEN-WORTH* really gives me my moneysworth!"

has finally become outraged enough to start putting pressure the public demands are met however, we may wind up at the for the convict, as in the projected view of . . . CRACKED'S

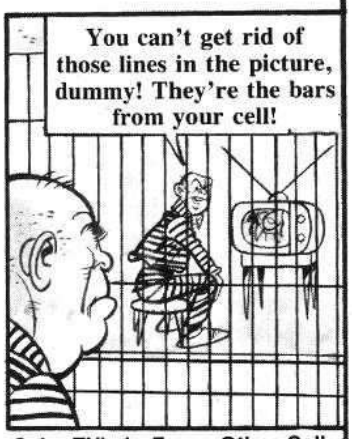
FOR PRISON LIVING

2. **ACCOMMODATIONS**

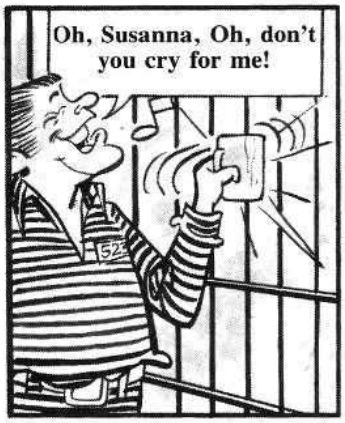
Since you'll be spending a lot of time in your room, we've taken special care in designing one that you'll like. It will feature . . .



Single or Double Occupancy



Color TV's in Every Other Cell

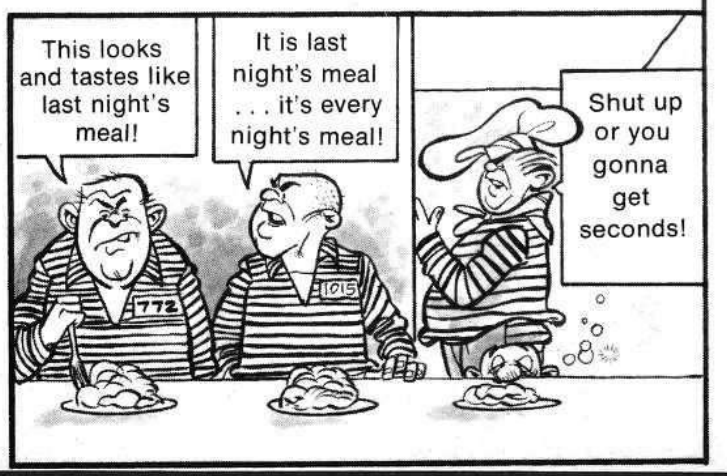


Musical Bars

Pickable Locks

3. **FOOD**

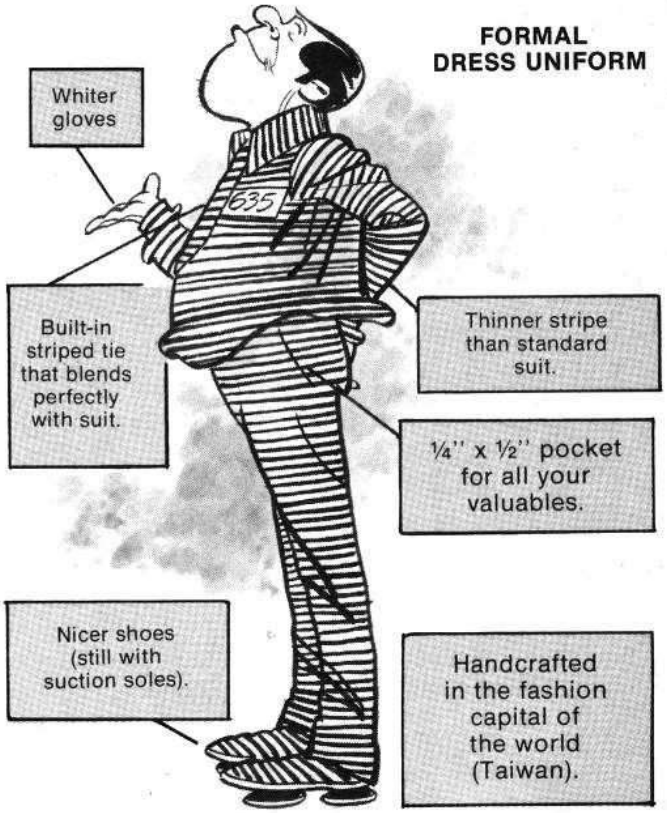
Food? We've got one of the finest chefs around . . . Vittorio Bollini, a famous Italian deported from Italy. With 12 years to go on his sentence, Vittorio promises to perfect the only recipe he knows before he's released . . .



4. **WARDROBE HEAVENWORTH** also features an entire new prison wardrobe for the "today" man . . .

STANDARD CASUAL UNIFORM

FORMAL DRESS UNIFORM

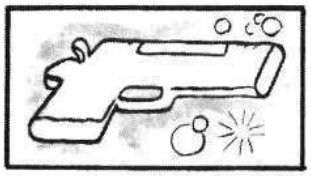


5. **EDUCATION**

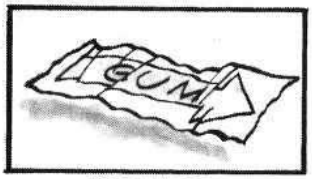
Carving Classes: **HEAVENWORTH** believes in giving its inmates a sporting chance, and so we offer special Carving Classes that teach you how to make weapons out of almost anything.

SOAP

=



GUN



WRAPPER

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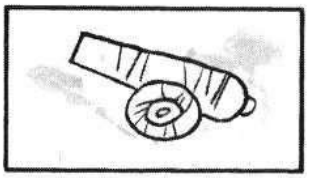
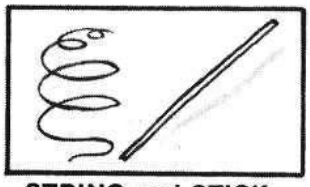


MINI-CANNON



STRING and STICK

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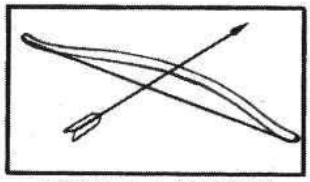
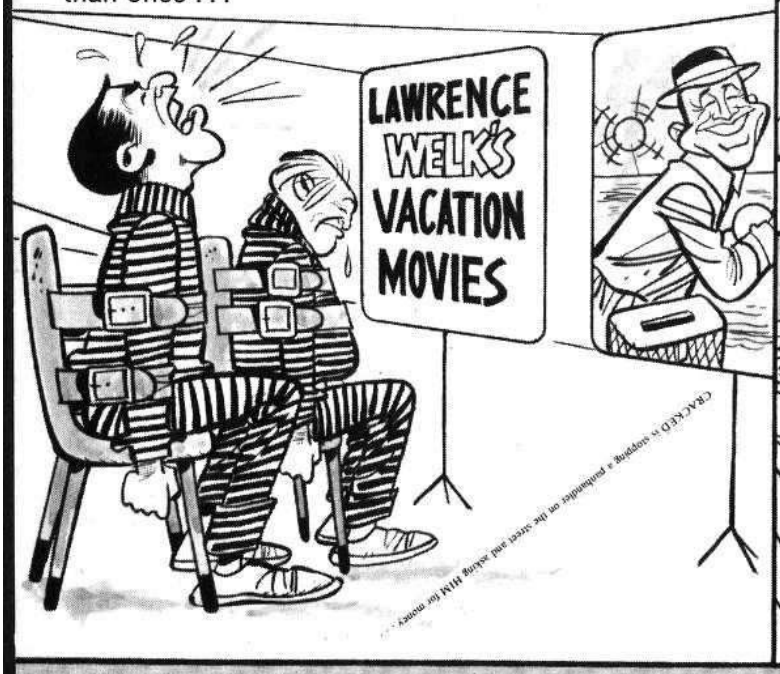


BOW and ARROW

And, in addition, since you'll be using all your spare personal items for the escape, we'll show you how to turn your old revolver into bars of soap!

6. **PUNISHMENT**

HEAVENWORTH has developed a severe "Punishment Palace" where all disorderly inmates are sent. Our survey shows that 9 out of 10 inmates never go more than once . . .



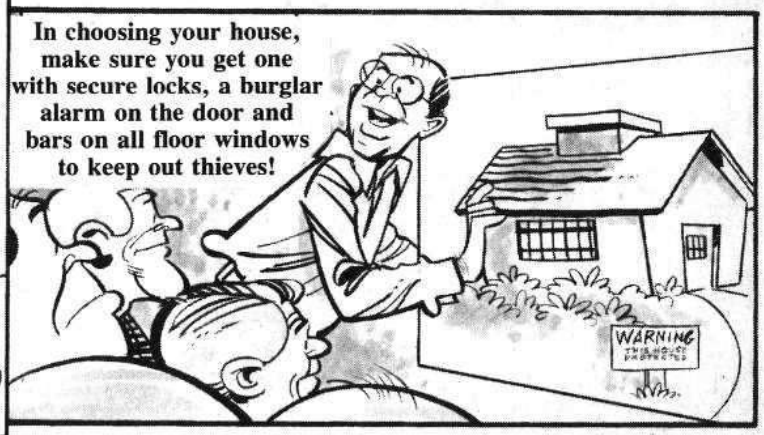
7. **REHABILITATION**

HEAVENWORTH also offers Special Education courses that help rehabilitate the inmate so he'll be better able to fit back into the society he's been away from for so long . . .

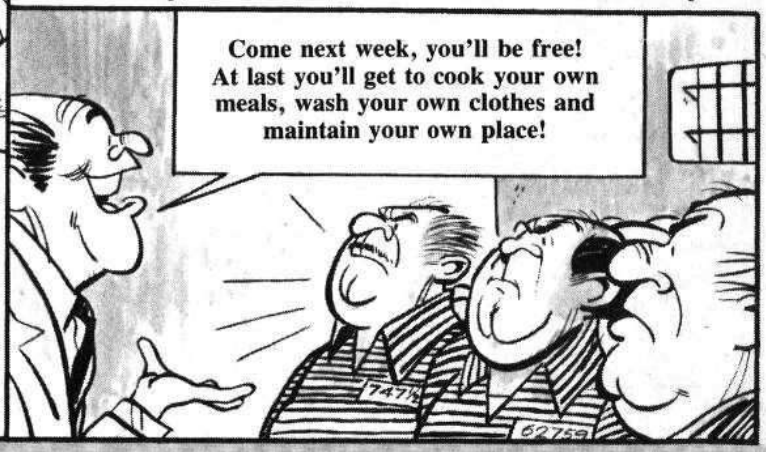
He'll learn how to commute with other people:

He'll learn how to make money the honest way:

He'll learn how to live in a nice house instead of a cell:



And mainly, he'll learn how to survive in life on his very own:



WHAT'S PRISON REALLY LIKE?

Here's a typical 10-20 stay:

Day One
Depart from point of conviction with a scenic bus trip to **HEAVENWORTH.** Snack served on board.

Day Two
Morning arrival with get-acquainted shakedown, room assignments, and a delicious welcoming breakfast.

Day Three
Meet the gang and see the sights! Perhaps plan a casual break or two.

Year Two
Plenty of time to plan for the future as you stroll through the sun-drenched exercise area.

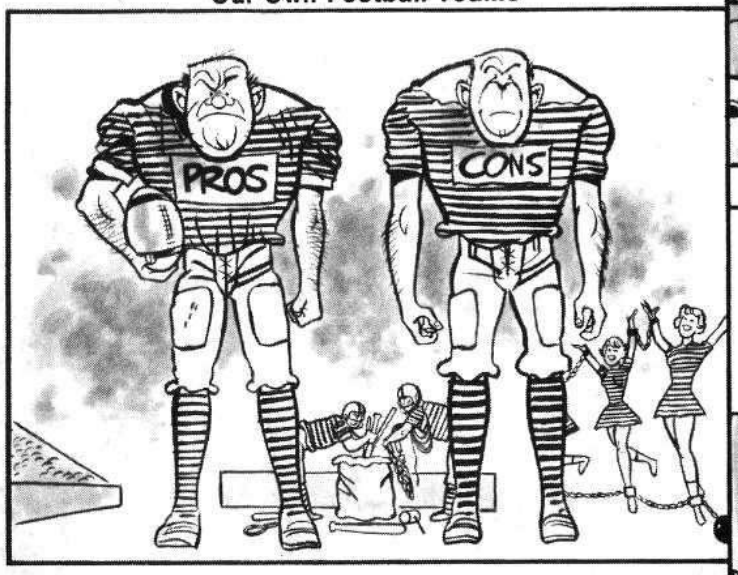
8. RECREATION

HEAVENWORTH boasts of an excellent recreational program, featuring . . .

New Game Rooms

Planned Riots

Our Own Football Teams



Weekly Dances

Monthly Lotteries

9. MISCELLANEOUS

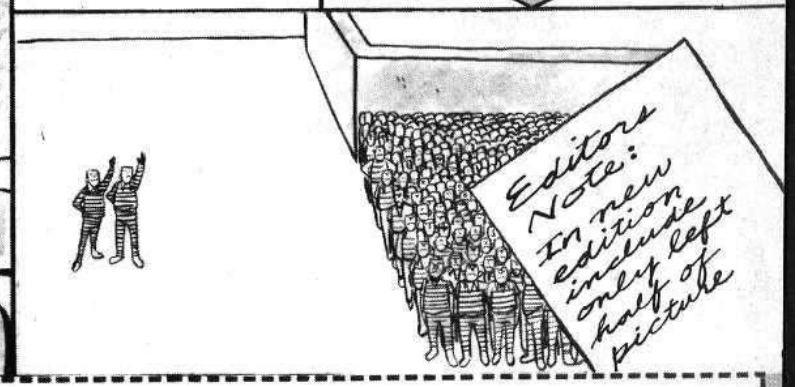
HEAVENWORTH has other delightful things that ordinary prisons just can't match:

Padded Electric Chairs

Foam Rubber Walls

Privacy

And you've no doubt heard that prisons are overcrowded, but does HEAVENWORTH look overcrowded to You???



CRACKED is picking a fight with a mule because you're looking for new kicks . . .

Years 3-20
This is the time for relaxing your schedule and taking full advantage of the facilities around you.

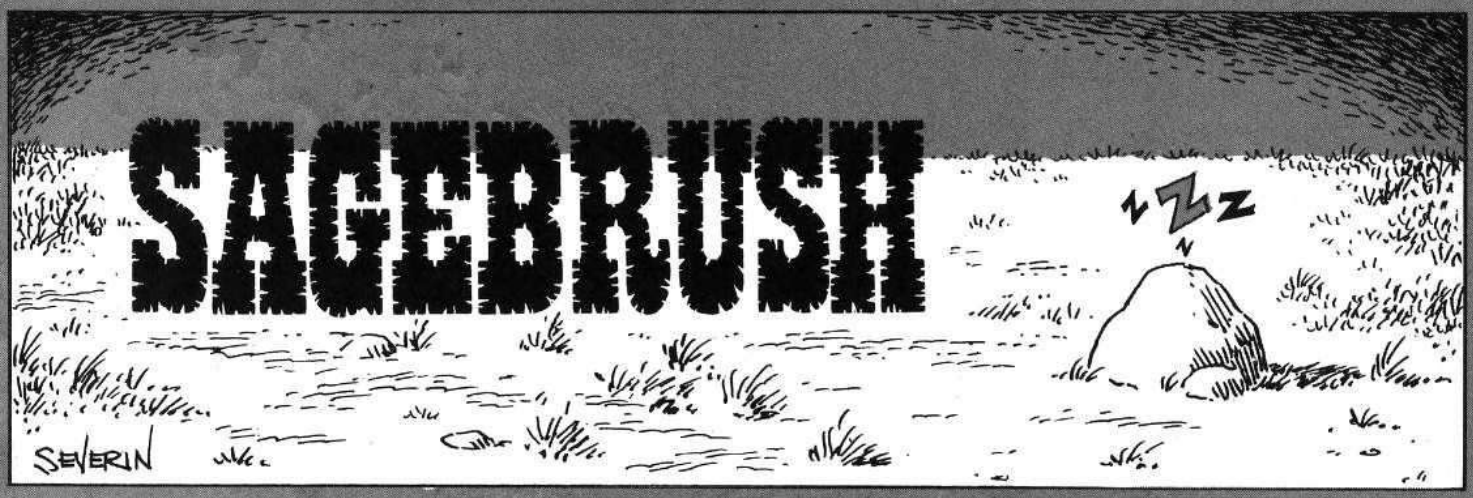
Year 20
Receive a warm handshake from the warden and bid farewell to HEAVENWORTH as we bus you back home to the city of your choice.

MAIL COUPON TODAY

Name .....
Address .....
Planned date of crime .....
Planned date of conviction .....
Planned length of stay .....
Double Occupancy .....
Single Occupancy .....

List bad habits (ex. "I like to strangle roommates" .....
.....

☐ Check box if you'd be interested in running for Winter Festival Prison King.

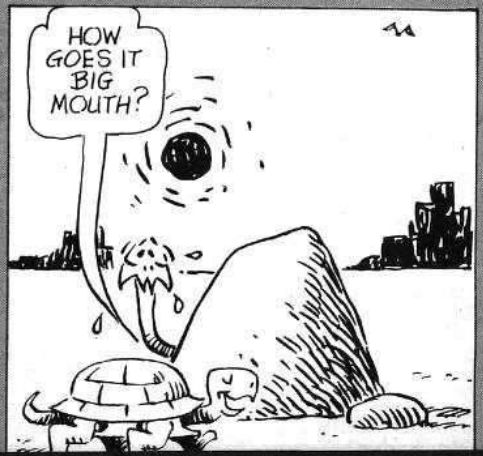

SAGEBRUSH
ZZZ
SEVERIN

...RUN FOR IT! BUFFALO STAMPEDE!

FOOD!

... MOTHER WAS RIGHT! NEVER BITE OFF MORE THAN YOU CAN CHEW!!

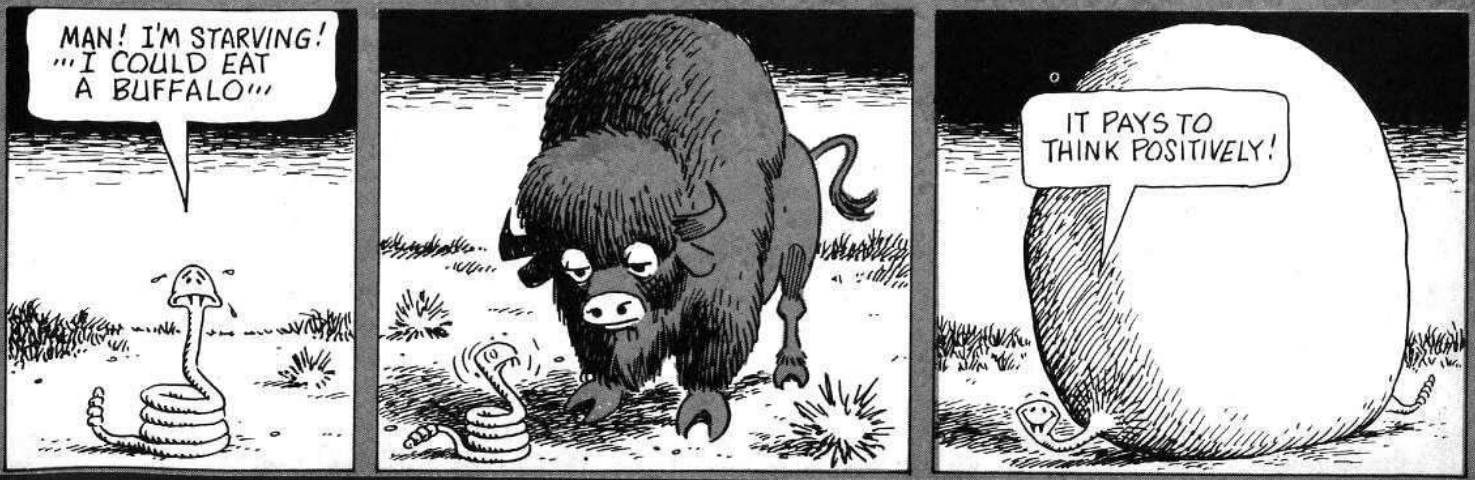
OH, BOY! FOOD!
RATTLE RATTLE


HOW GOES IT BIG MOUTH?

OH, BOY... DIN-DIN IS ARRIVING! DROOL
CLICK!
WHO WAS IT THAT SAID... 'FLY SOFTLY, BUT, CARRY A BIG STICK!'?

...THE OLD "DISGUISE YOURSELF AS A BUFFALO TRICK... SHOULD LAND ME A NICE MEAL TODAY!! HEH! HEH! HEH!
YEAH!...I KNOW... IT'S MEAN! I FEEL LIKE A SNAKE IN THE GRASS!
WHAT ELSE, BESIDES A STUPID BUFFALO, WOULD BE FOOLED BY SUCH A MUNDANE GIMMICK!

BLOOEY!
GREAT GOBI!! I DIDN'T THINK SKINNY BUFFALOES COULD RUN THAT FAST!


MAN! I'M STARVING! ...I COULD EAT A BUFFALO...
IT PAYS TO THINK POSITIVELY!

CRACKED FUN SHOPPE

BARGAIN MERCHANDISE

SPOOK HAND!

$2.00 Ea.

Natural-looking rubber hand. A startling, eerie effect!

FAKE FAUCET

$2.00 Ea.

"Water on the brain?" That's what friends will ask when they see this real-looking chrome faucet attached to your forehead. Get big laughs attaching it to your desk, a fireplace log, chair, etc.

VENUS FLY TRAP

$1.50 FOR THE WORLD'S MOST TERRIFYING HOUSE PLANT!

This plant actually eats bits of meat, flies and insects! No work! Easy to grow! The Venus Fly Trap bulbs grow especially well in the home. Plants thrive in glass containers and will develop in 3 to 4 weeks. Each order includes 3 Fly Traps plus extra special material packed in plastic bag. ONLY **$1.50** FEED IT RAW BEEF! AMAZING is the word for this startling, surprising plant.

No Canadian Orders—U.S. Only.

MELTED ICE CREAM

$1.00 Ea.

Ooey-Gooey! The perfect practical joke in heavy plastic!

HORROR HOUSE
235 Park Ave. South
New York, New York 10003

☐ I enclose an additional 25c for RUSH SHIPMENT

.....Spook Hand .....Melted Ice Cream

.....Nutty Catsup .....Fake Faucet

.....Venus Fly Trap

Name.....

Address.....

City.....

State.....Zip.....

Outside U.S. & Canada, please add additional $.25 postage per item.

NUTTY CATSUP BOTTLE

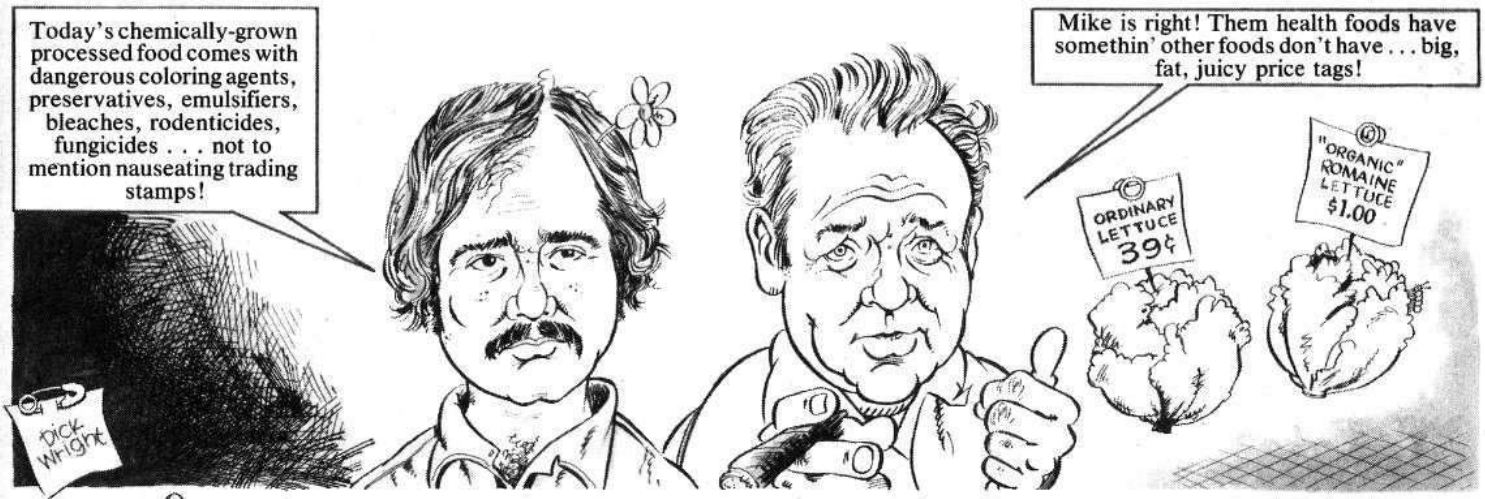
Only $1.25 per bottle!

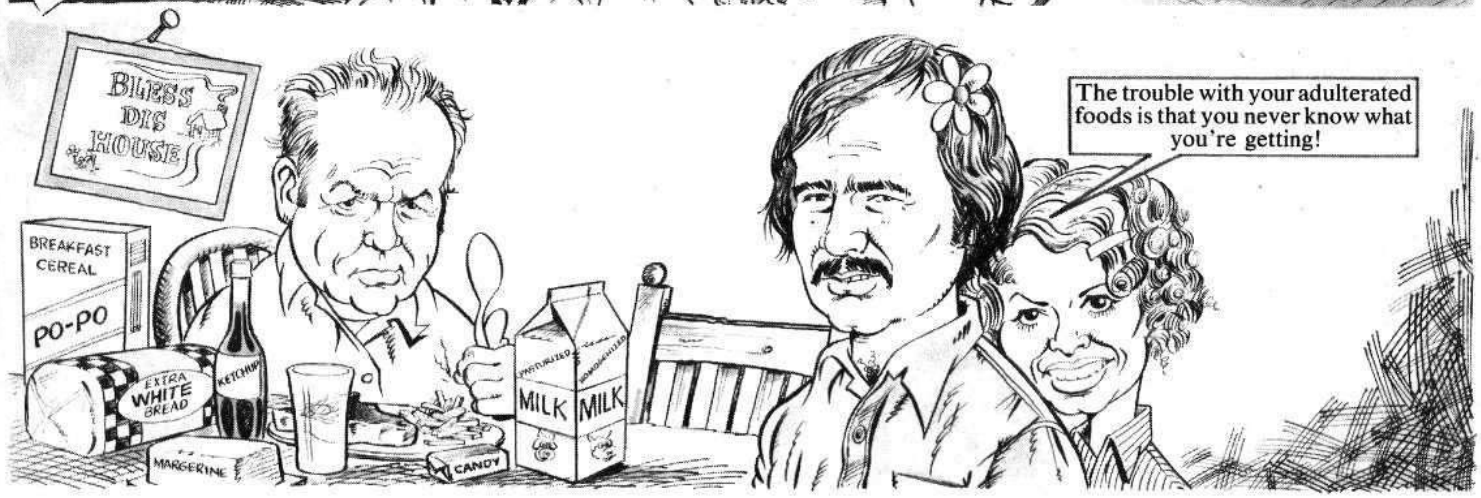
Press the soft, plastic catsup bottle, and out shoots what looks like the real McCoy! Trick is that a catsup-colored string is ejected as you press the bottle. Great fun! Easily reloaded for wacky squirts.

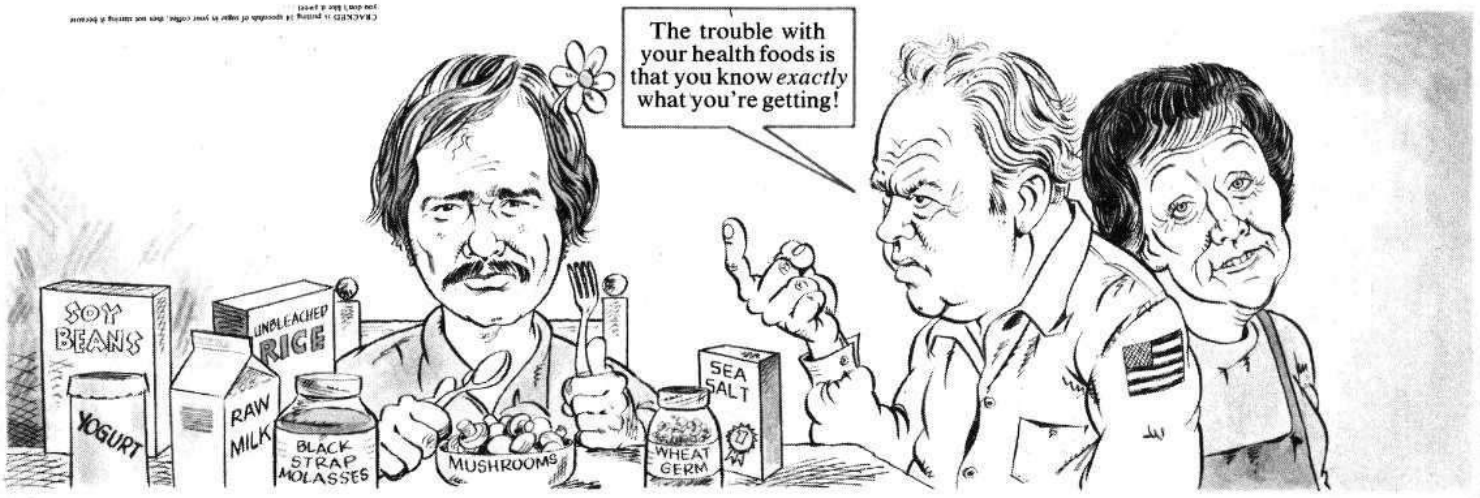
DIET RIOT SECTION:

Today, more controversy rages over "food" than over any other subject. CRACKED calls upon the leading exponents of the generation gap, Archie Bunker and son-in-law Mike, to unsettle the issue of . . .

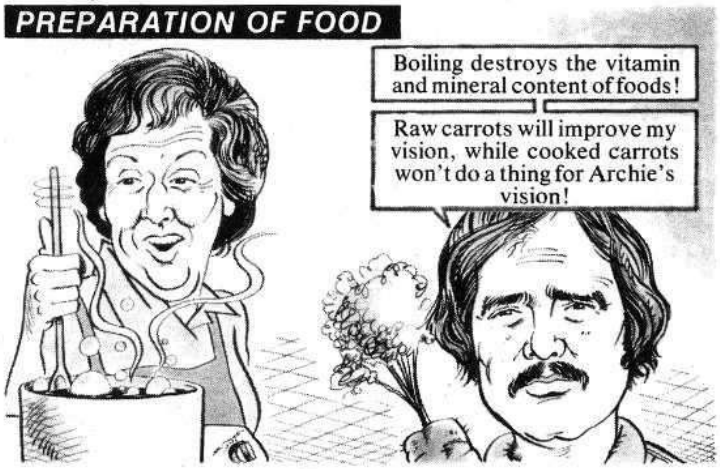
HEALTH FOODS

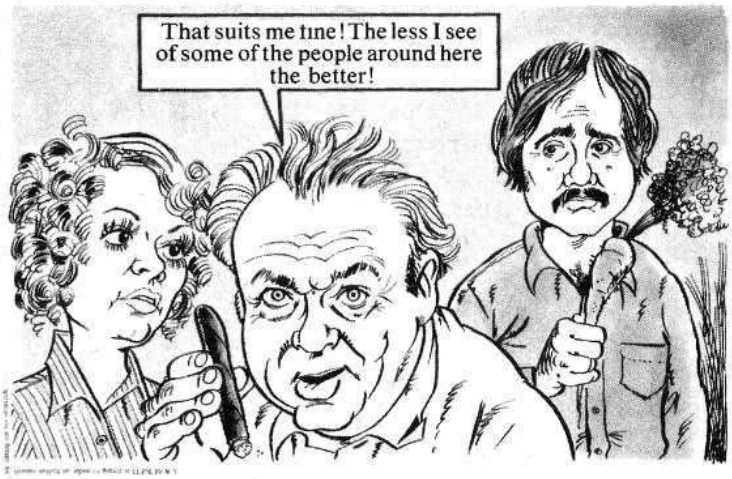




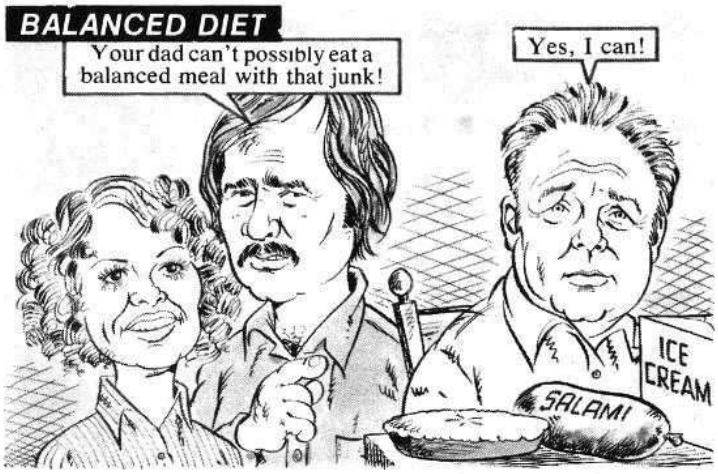


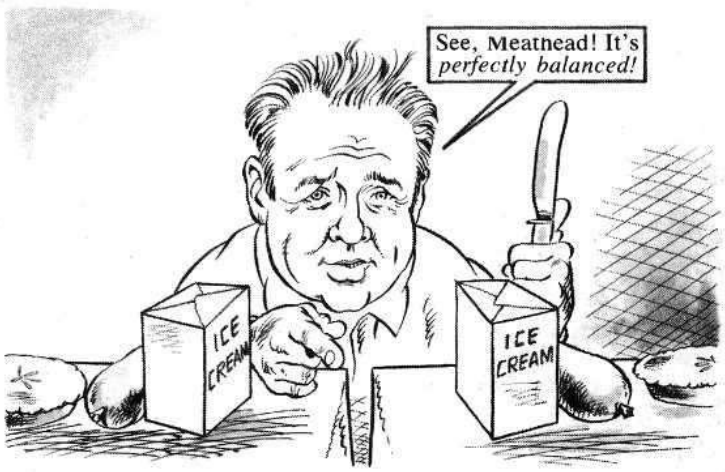
PREPARATION OF FOOD



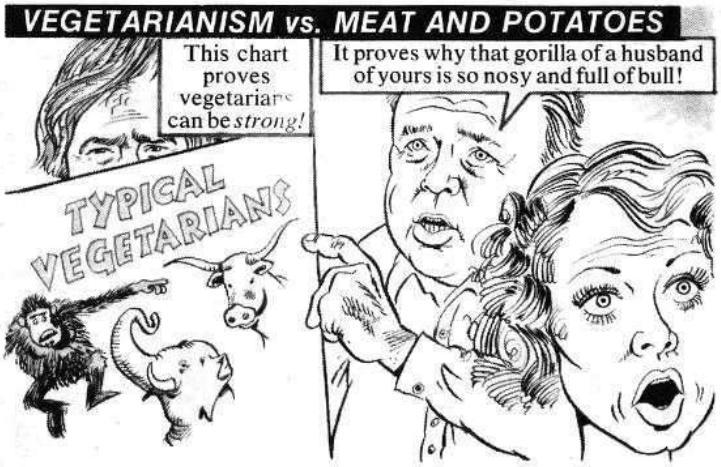


BALANCED DIET

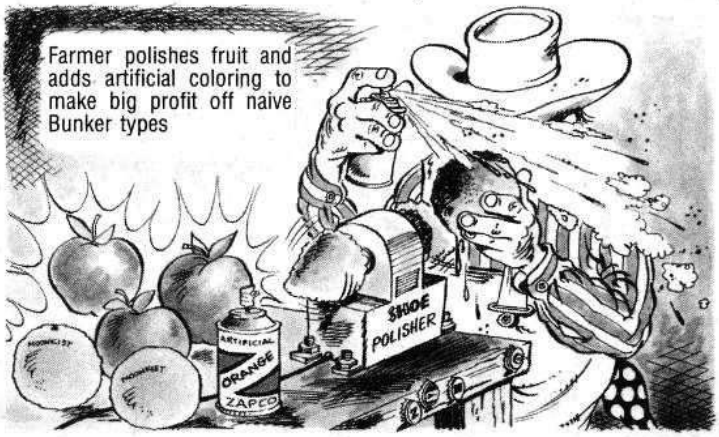


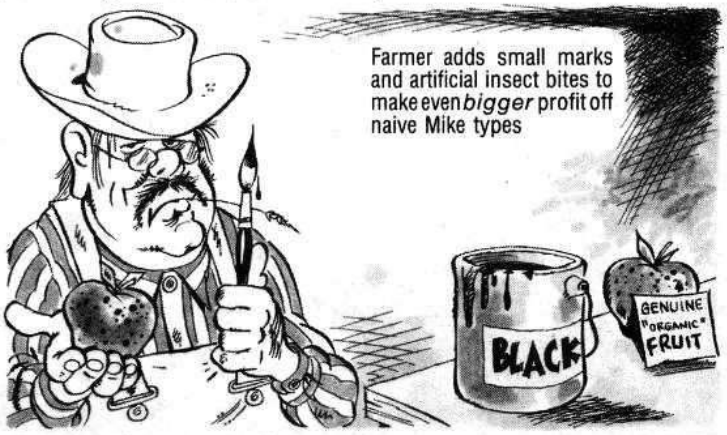


VEGETARIANISM vs. MEAT AND POTATOES



CRACKED concludes the winner of the argument is neither Archie or Mike, but the wily farmer who takes advantage of both . . .



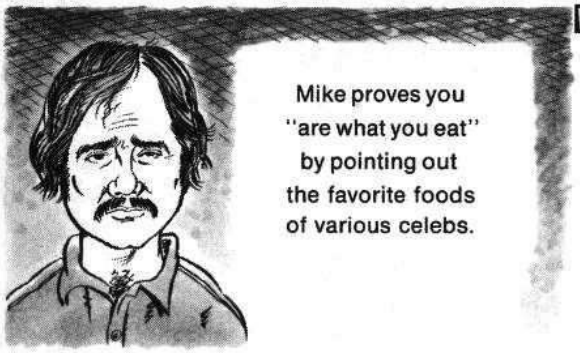


CRACKED'S NUTRITIONAL VALUE, CHART

LOW VALUE	HIGH VALUE	SUPER VALUE
WHITE BREAD	BROWN BREAD	GREEN BREAD
WHITE SUGAR	BROWN SUGAR	MULTI-COLORED SUGARS
WHITE RICE	BROWN RICE	THROWN RICE
PREPARED NUTS	UNPREPARED NUTS	FAR-OUT NUTS

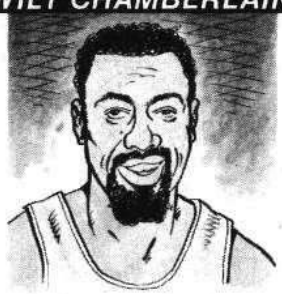
ARCHIE BUNKER'S VITAMIN CHART

VITAMIN	AFFLICTION TO BE CURED
VITAMIN A	EYE DISEASE
VITAMIN B1	SCIATICA
VITAMIN D	RICKETS
VITAMIN $	POVERTY
VITAMIN ZZZ	INSOMNIA
VITAMIN %	SHOWBIZ AGENT'S BLUES
VITAMIN +	NEGATIVISM
VITAMIN "I"	INFERIORITY COMPLEX
VITAMIN KKK	TOLERANCE
VITAMIN (COMMON) ¢	STUPIDITY
VITAMIN CCC	DEPRESSION UNEMPLOYMENT
VITAMIN AAA	FAILING REPORT CARDS
VITAMIN!	DOUBT



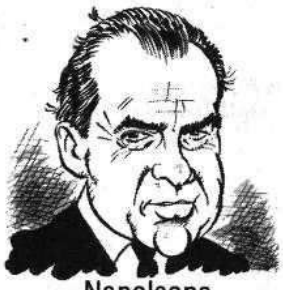
Mike proves you "are what you eat" by pointing out the favorite foods of various celebs.

WILT CHAMBERLAIN



String Beans

NIXON

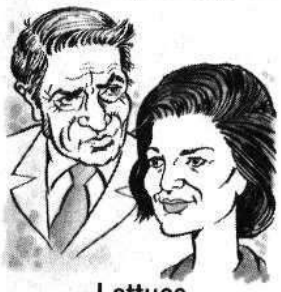


Napoleons

RAQUEL WELCH

Grapefruits

JACKIE & ARI



Lettuce

TWIGGY

Lemons

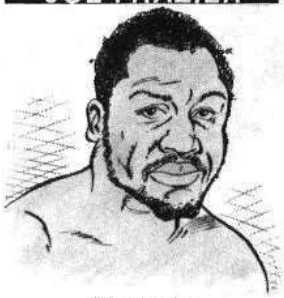
DON KNOTTS

Chicken

MAMA CASS

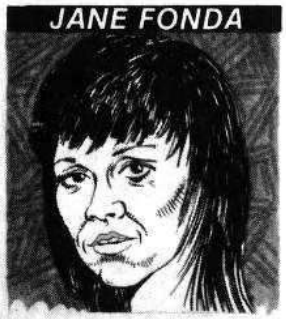
Lard

JOE FRAZIER



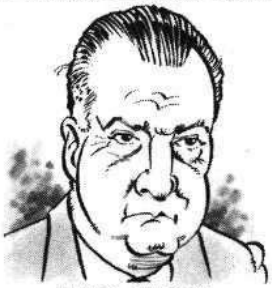
Mussels

JANE FONDA



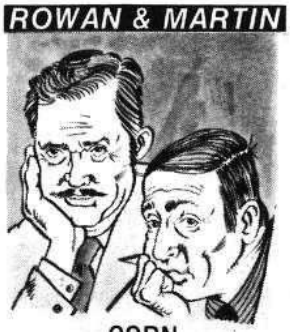
RHUBARB

SPIRO AGNEW



BEEF JERKY

ROWAN & MARTIN



CORN

LEO DUROCHER

HOT BEEF

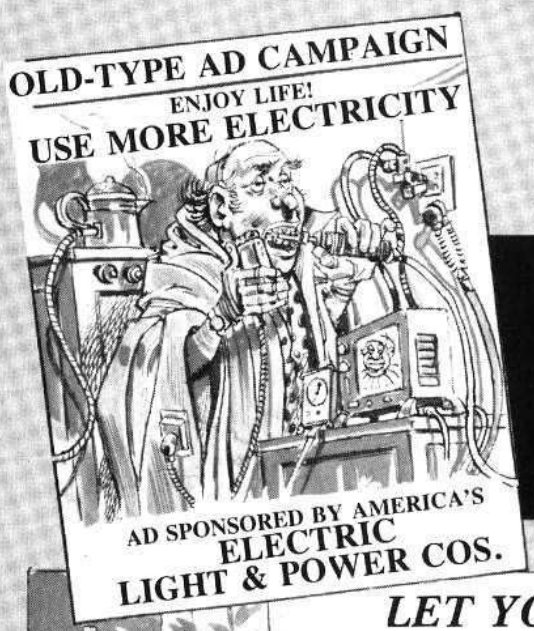
SYLVESTER

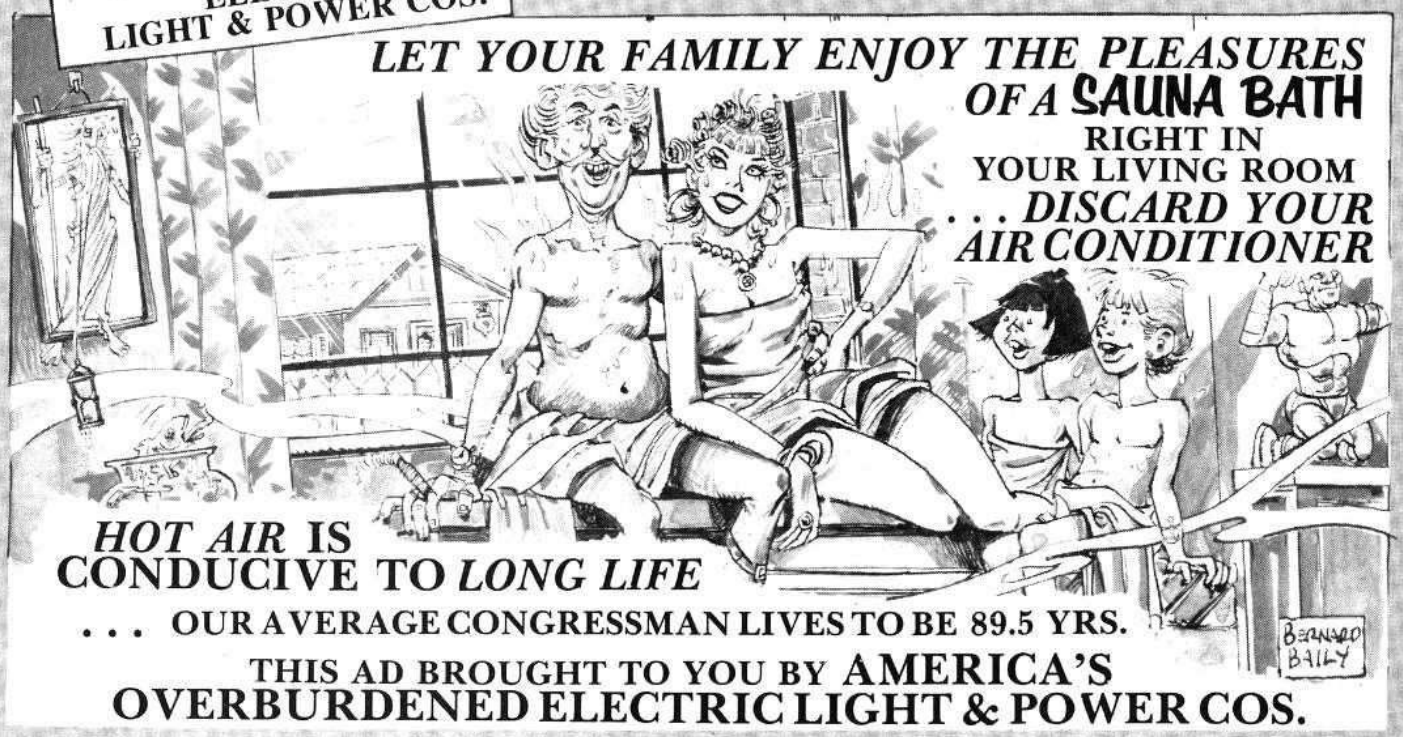
BALONEY

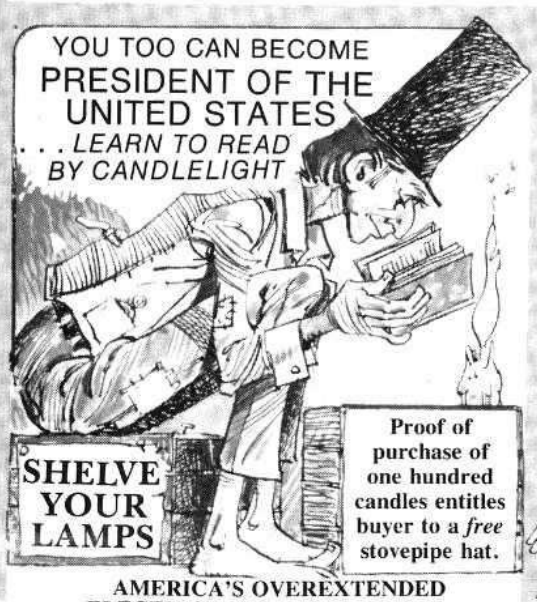
MAKING LIGHT OF A DARK SITUATION SECTION

It wasn't very long ago that power companies were en- buy more appliances. But now the demand for power is already commonplace on the East Coast. CRACKED pre-

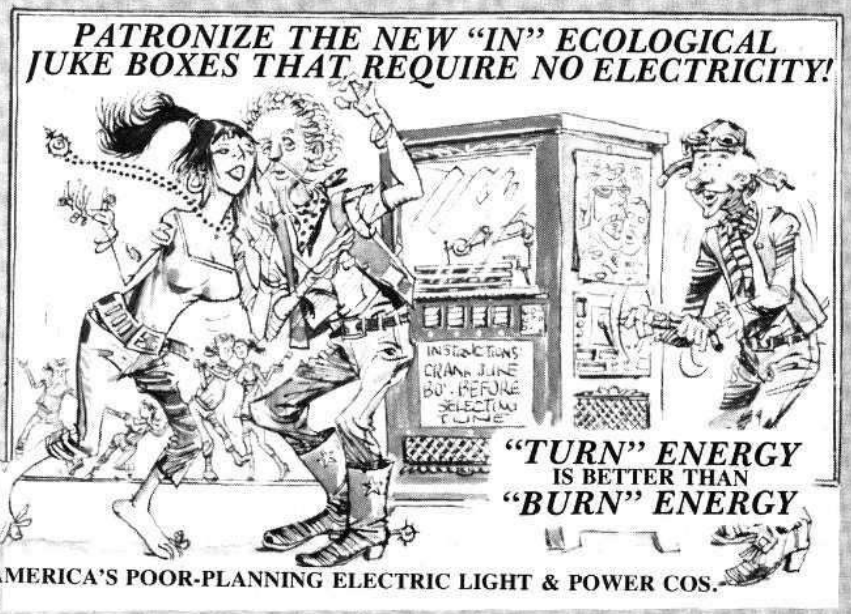
THE CAMPAIGN







AMERICA'S OVEREXTENDED
ELECTRIC LIGHT & POWER COS.



AMERICA'S POOR-PLANNING ELECTRIC LIGHT & POWER COS.

couraging us to use more electricity with a campaign to fast outrunning the supply. Blackouts and brownouts are dicts that the crisis in power will soon lead to . . .

TO USE LESS POWER

THE ONLY 100% GUARANTEED WAY TO REDUCE

THROW AWAY YOUR REFRIGERATOR

REDUCE BOTH EXPENSES AND EXPANSES

"THIN" IS IN!
"FAT" IS NOT WHERE IT'S AT!
THIS AD COURTESY OF
AMERICA'S OVER-TAXED ELECTRIC LIGHT & POWER COS.

EXPERIENCE THE MAGIC FROM THE NEW "COSMETIC" CANDLELIGHT

HARSH ELECTRIC LIGHT REVEALS ALL THE WRINKLES, BLOTCHES AND REDNESS IN YOUR SAGGING SKIN

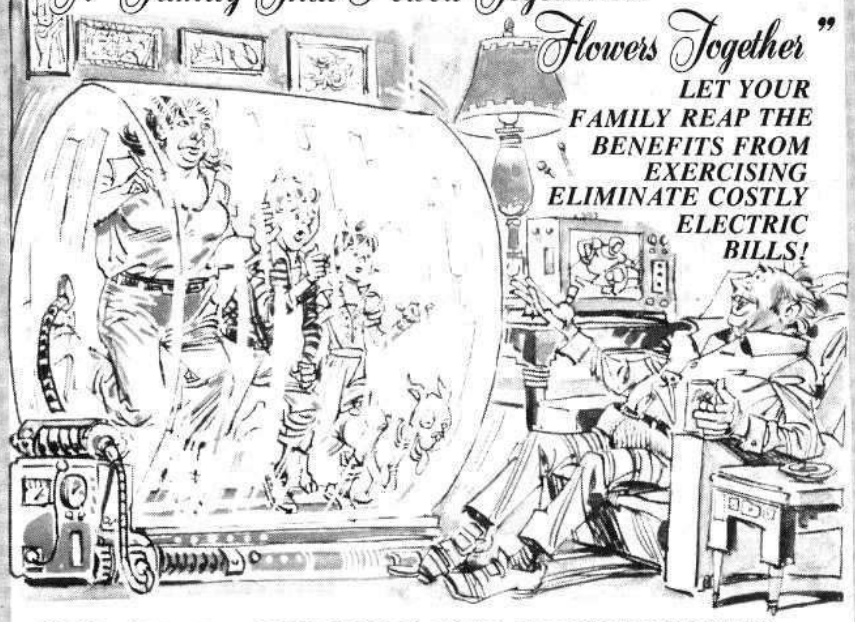
NEW, IMPROVED, DIM CANDLELIGHT TAKES YEARS OFF YOUR AGE, HIDES ALL THOSE UNSIGHTLY IMPERFECTIONS

THIS AD SPONSORED BY AMERICA'S ELECTRIC LIGHT & POWER FAILURE COS

BE SELF-SUFFICIENT! GENERATE YOUR OWN POWER

"A Family That Powers Together... Flowers Together"

LET YOUR FAMILY REAP THE BENEFITS FROM EXERCISING ELIMINATE COSTLY ELECTRIC BILLS!



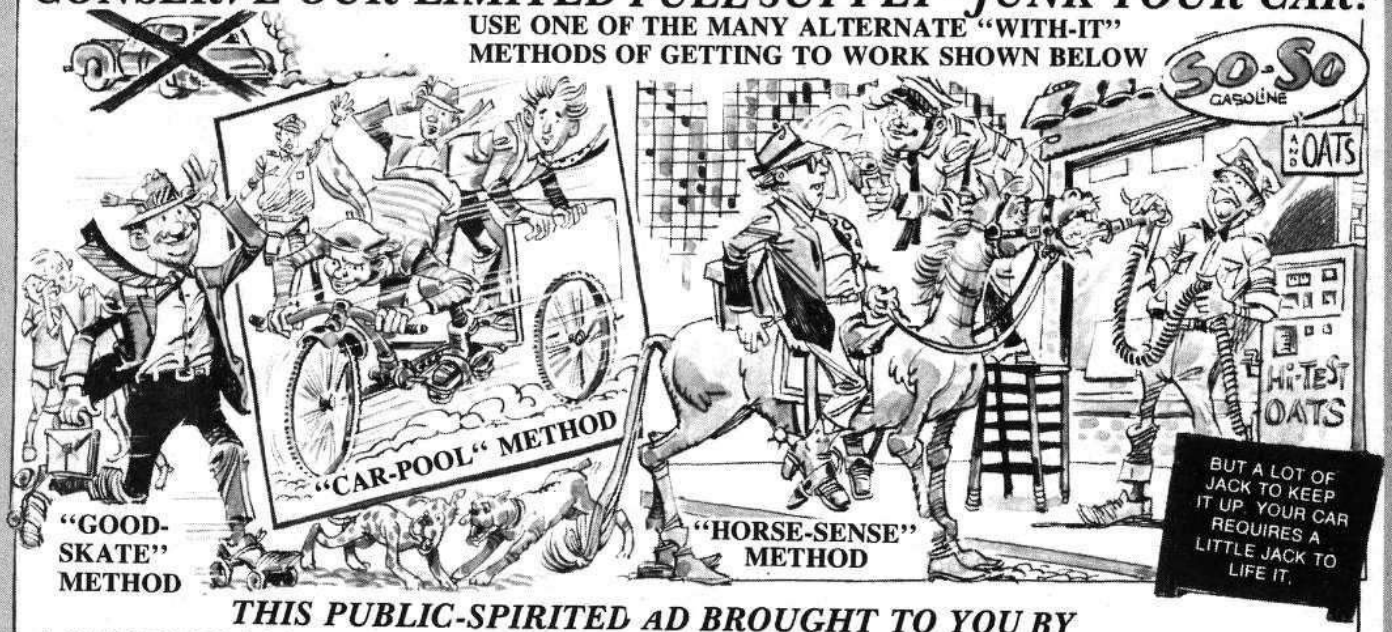
"OUR CURRENT PROBLEM IS YOUR FUTURE PROBLEM"

AMERICA'S DESPERATE POWER & LIGHT COMPANIES

EVENTUALLY THE CAMPAIGN WILL EXTEND TO OTHER FORMS OF ENERGY . . .

CONSERVE OUR LIMITED FUEL SUPPLY–JUNK YOUR CAR!

USE ONE OF THE MANY ALTERNATE "WITH-IT" METHODS OF GETTING TO WORK SHOWN BELOW



THIS PUBLIC-SPIRITED AD BROUGHT TO YOU BY

AMERICA'S DWINDLING GASOLINE & OIL COMPANIES

THIS YEAR IF YOU WANT TO GET AWAY FROM EVERYONE WHO WANTS TO GET AWAY FROM IT ALL . . .

THIS AD BROUGHT TO YOU BY . . .

"TRAVEL BRINGS OUT ALL THAT IS IN ONE, ESPECIALLY OCEAN TRAVEL"

UNITED STATES STEAMSHIP LINES

TAKE A TIP FROM "TOMMY" THE TIGER

DISCARD YOUR CHARCOAL-CONSUMING BARBECUE

EXPERIENCE THE ECSTATIC THRILL THAT COMES FROM EATING

RAW MEAT!

THIS AD SPONSORED BY

THE DECREPIT AMERICAN COAL INDUSTRY

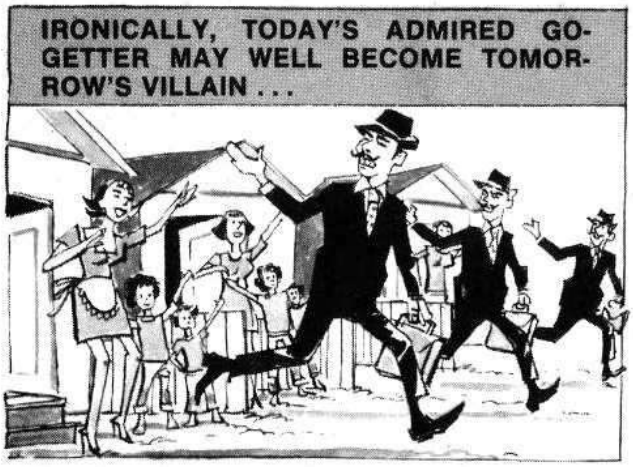
CONSERVE POWER . . . TEACH YOUR WIFE & DAUGHTER THE SEMAPHORE SYSTEM

EASY ON THE EARS
EASY ON THE PHONE BILL

BEFORE IT WAS INVENTED PEOPLE THOUGHT THE TELEPHONE WAS IMPOSSIBLE . . .
IT STILL IS!

BULL TELEPHONE SYSTEM

But even a campaign to use less power is a mere stop-gap measure. Since there is a limited supply of land and resources, scientists predict the world is headed for collapse unless economic growth is halted. Accordingly, to survive, man will have to give up his zeal for ever higher standards of living and adopt a more relaxed life-style . . .



These self-centered clods, with their constant need for possessions, account for all our power and pollution problems. They care little for the kind of world they leave their children.

These men are concerned with the world's fate. By limiting their activities and wants, they are insuring the survival of mankind, and a safe, healthy, planet for all children.

REAL AD

HORROR HOUSE

$3.00 Ea.

FRANKENSTEIN'S MONSTER MASK.

Be the "Death of the Party."

WEREWOLF MASK.

Gruesome to Behold.

$3.00 Ea.

SHRUNKEN HEAD

$2.00 Ea.

Looks absolutely real. Tell your friends you picked it up on your last safari. A real scream!

HORRIBLE HANDS.

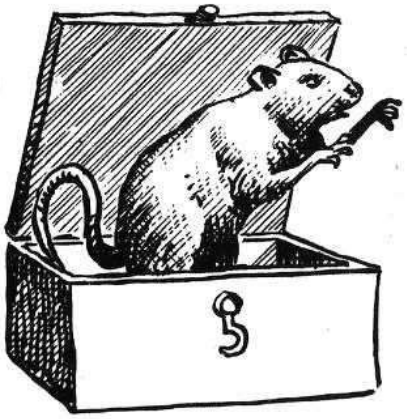
Only $3.00 per pair.

FRANTIC FEET.

Only $3.00 per pair.

RAT IN THE BOX.

Only $1.25 Ea.



HORROR HOUSE
235 Park Ave. South
New York, New York 10003

☐ I enclose an additional 25c for RUSH SHIPMENT

☐ BLACK WIDOW SPIDER
☐ HORRIBLE HANDS
☐ SHRUNKEN HEAD
☐ RAT IN BOX
☐ FRANTIC FEET
☐ MONSTER-FROM MERCURY

ALL RUBBER MASKS $3.00 each.

☐ DEVIL
☐ FRANKENSTEIN'S MONSTER
☐ ZOMBIE
☐ WITCH
☐ WEREWOLF
☐ MAN-FROM-MARS
☐ VAMPIRE
☐ HORRIBLE-MONSTER
☐ SKULL
☐ GORILLA

Name.....

Address.....

City..... State..... Zip.....

Outside U.S. & Canada please include additional 25¢ postage per item.

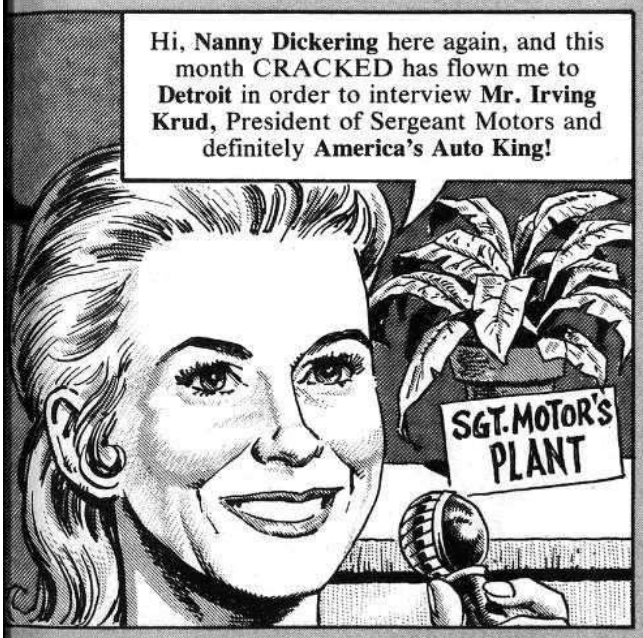
BLACK WIDOW SPIDER.

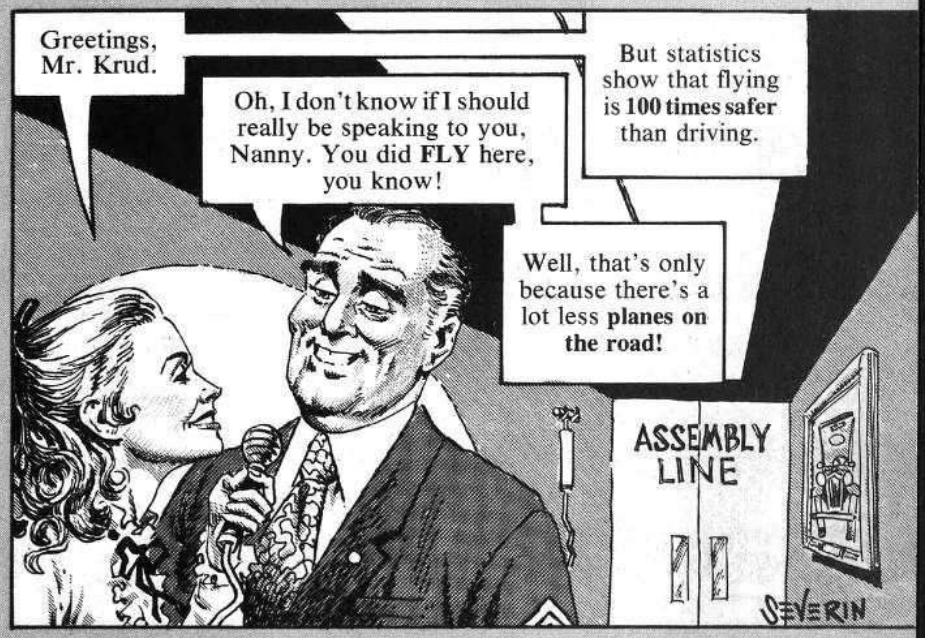
$1.00 Ea.

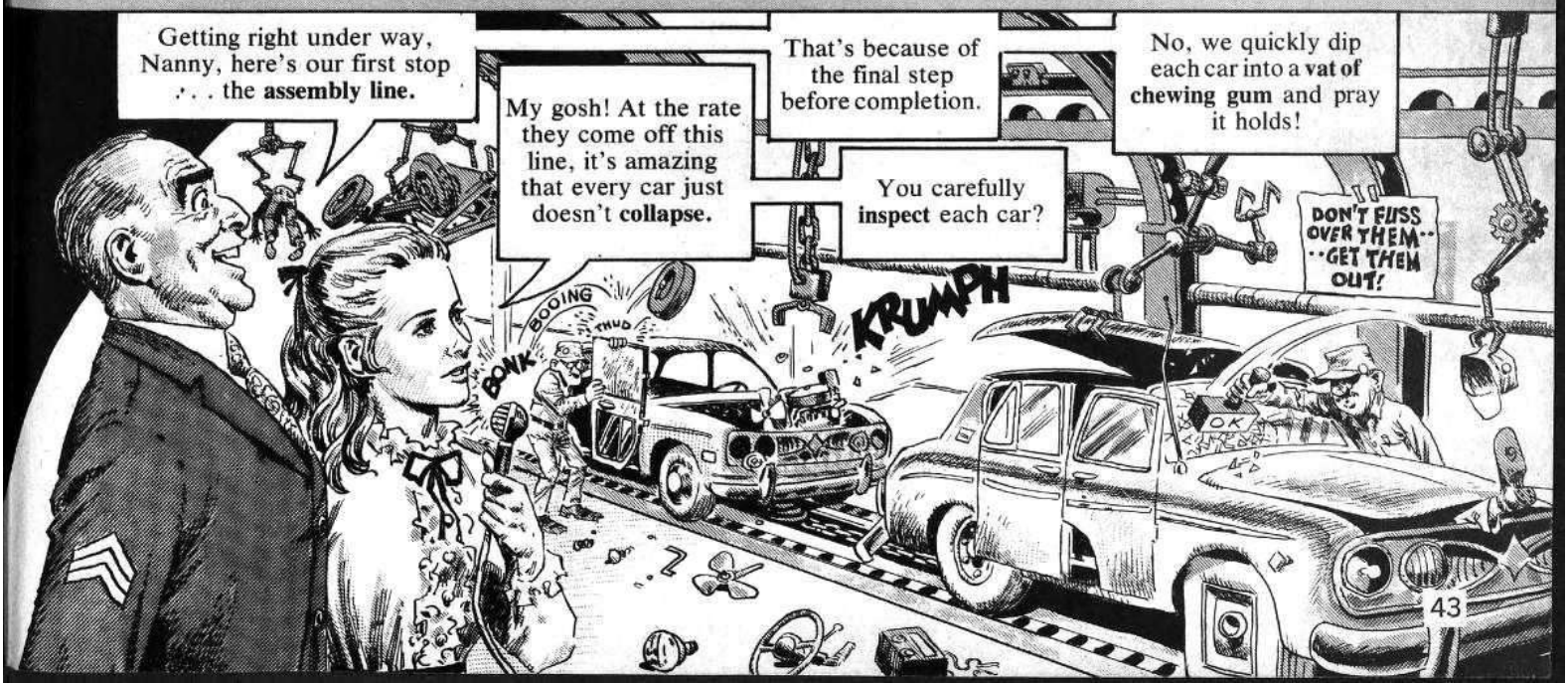
A real horror, but great fun.

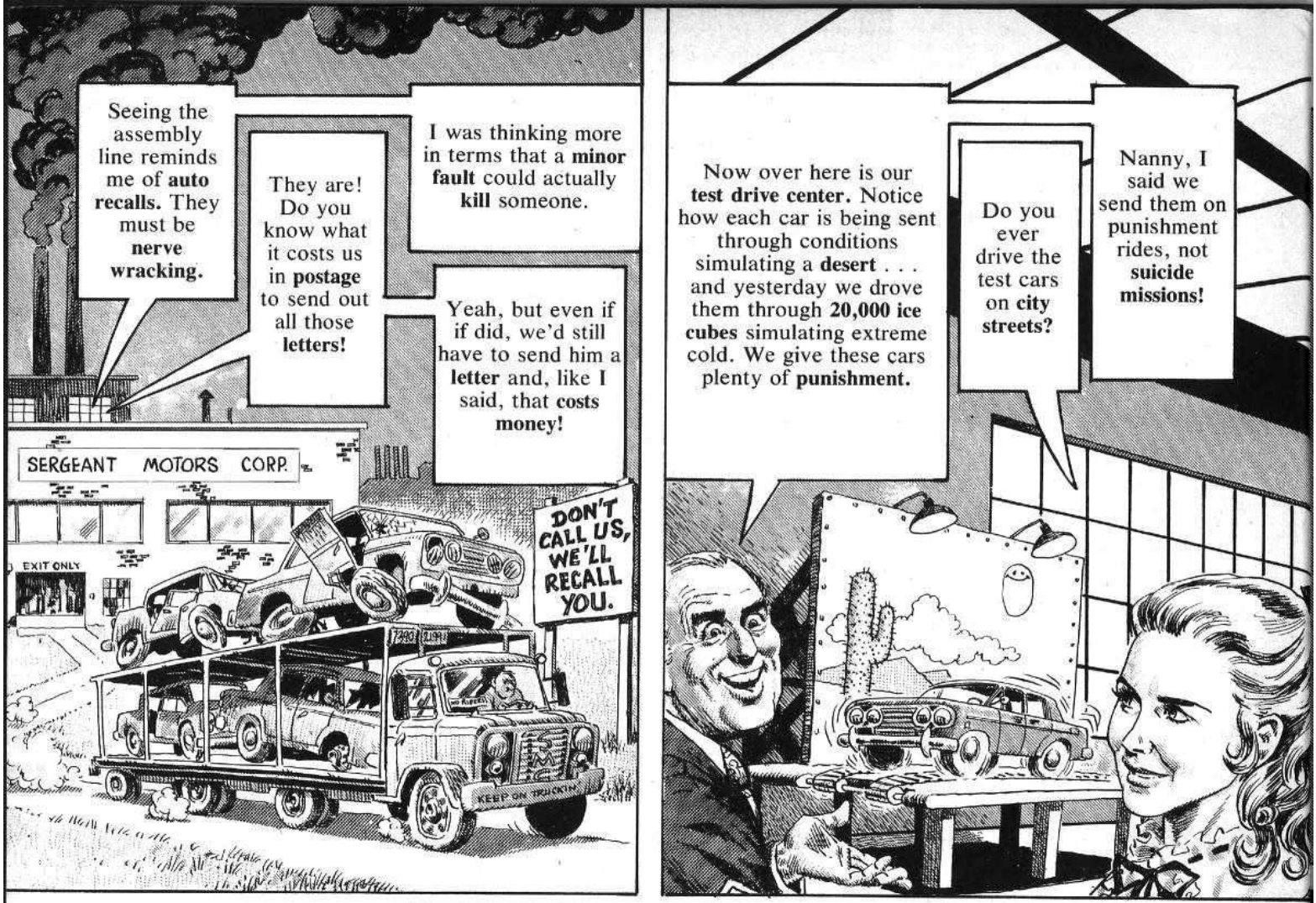
In most places in these United States, **if you haven't got a car, you just can't get around much. Let's face it, a** car is essential . . . **and** automobile manufacturers **know this. That's why they . . . well, why explain everything here when we've got five pages of more inside facts than you'll ever want to know as . . .**

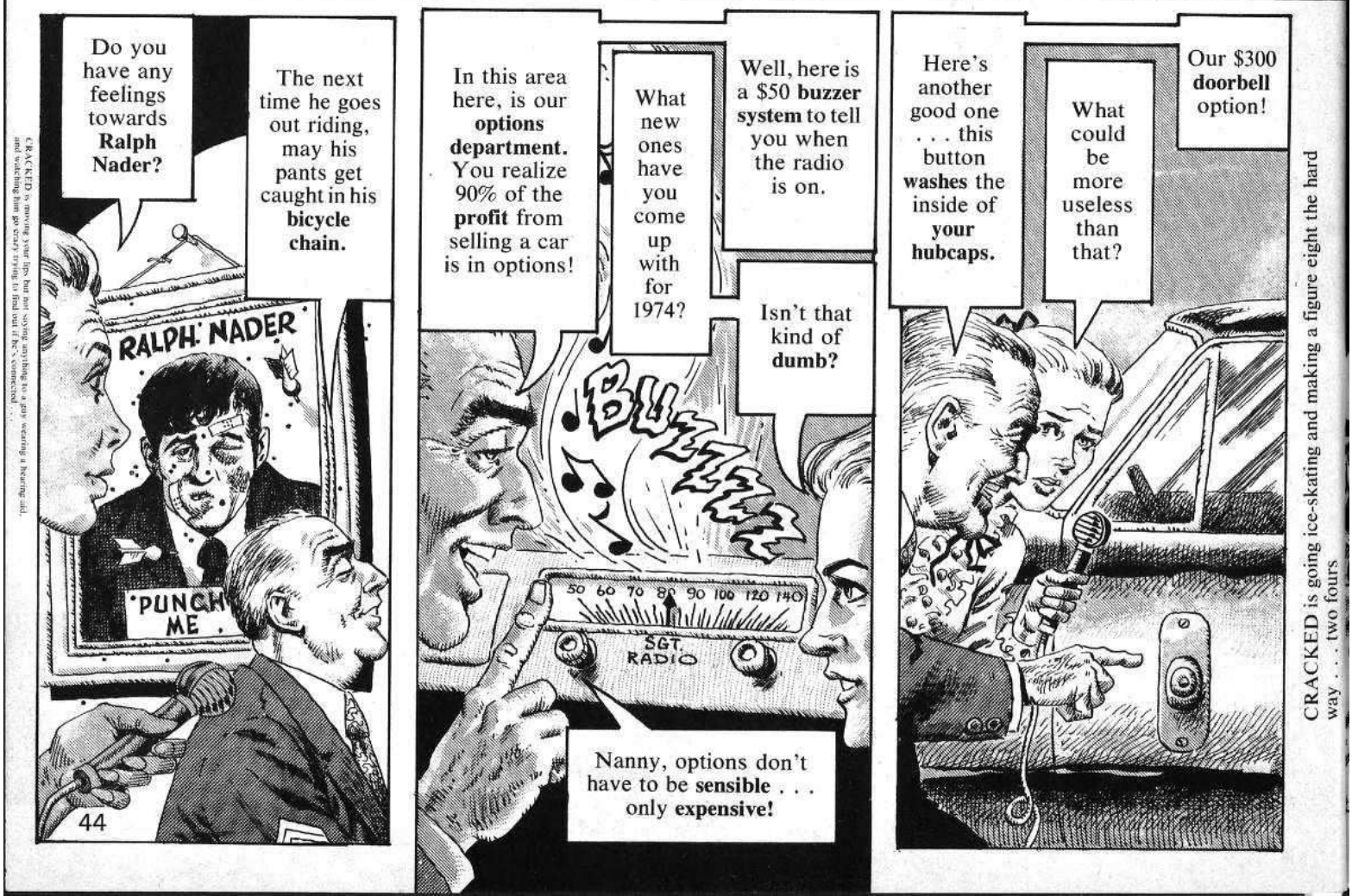
CRACKED INTERVIEWS THE AUTO KING





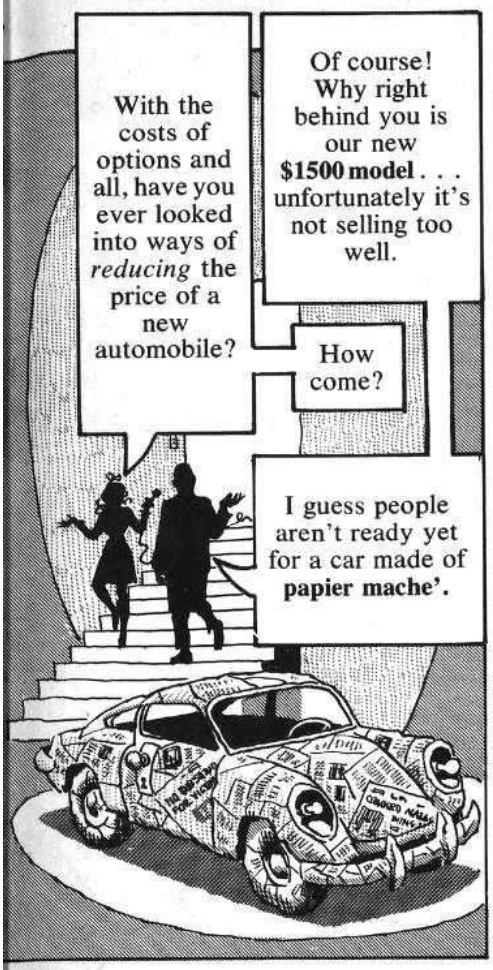




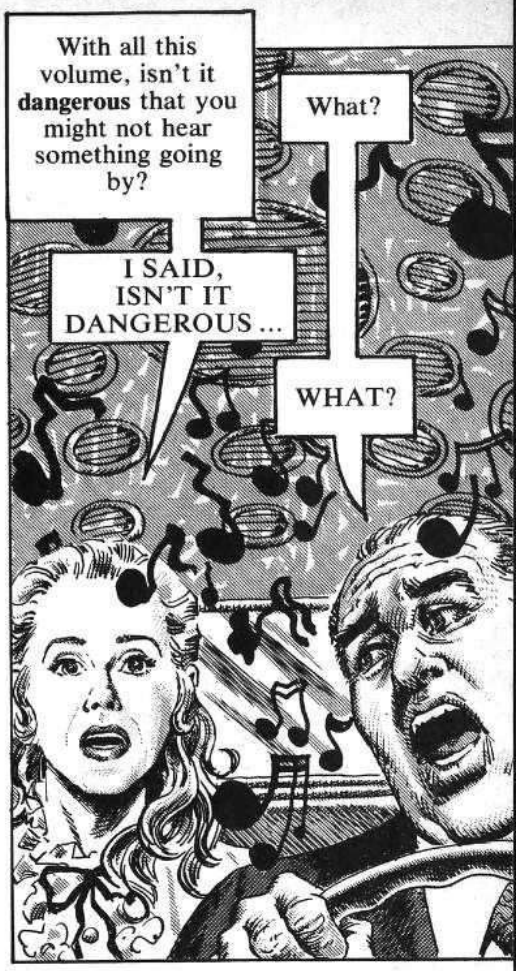


CRACKED is moving your lips, but not saying anything to a guy wearing a hearing aid, and watching him go crazy trying to find out if he's connected . . .

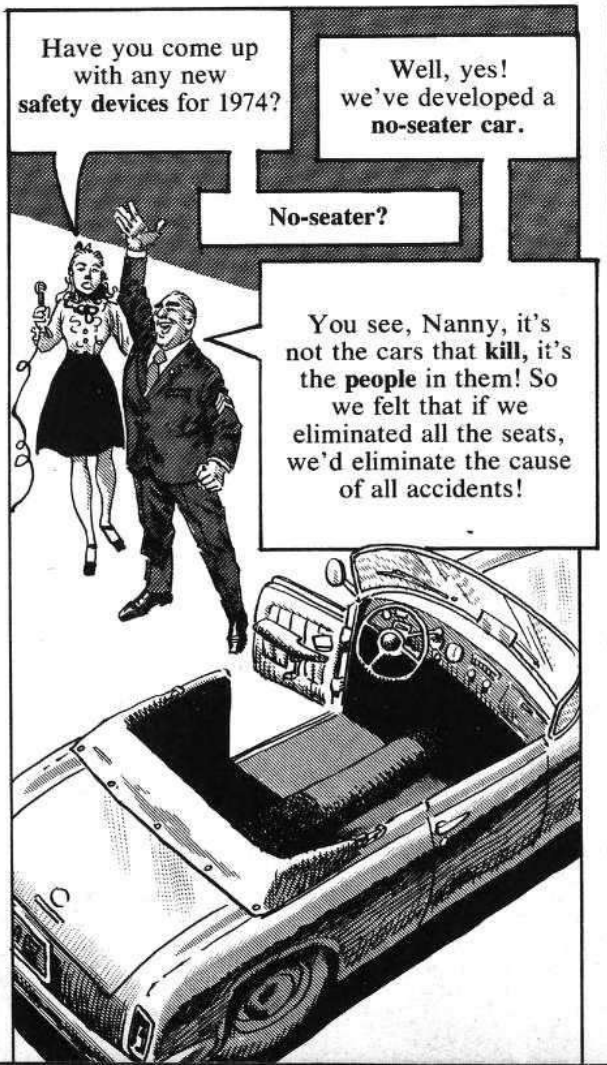
CRACKED is going ice-skating and making a figure eight the hard way . . . two fours


With the costs of options and all, have you ever looked into ways of *reducing* the price of a new automobile?
Of course! Why right behind you is our new **$1500 model** . . . unfortunately it's not selling too well.
How come?
I guess people aren't ready yet for a car made of **papier mache'.**

Hey, Nanny! Step into this car. I want you to listen to the great **stereo system** we've built in!
SPEAKER 9
SPEAKER 10
SPEAKER 11


With all this volume, isn't it **dangerous** that you might not hear something going by?
What?
I SAID, ISN'T IT DANGEROUS ...
WHAT?

I asked you if it's **dangerous** having something **playing this loud** in a car. You might not be able to hear things going by.
Nonsense! You can always buy our **optional hearing aid** that increases your audio abilities by 50%.


Have you come up with any new **safety devices** for 1974?
Well, yes! we've developed a **no-seater car.**
No-seater?
You see, Nanny, it's not the cars that **kill,** it's the **people** in them! So we felt that if we eliminated all the seats, we'd eliminate the cause of all accidents!

How do you feel about **air bags** in a car?
If a guy wants to take his **wife** out driving, that's his perogative!

Now, Nanny, if you'll look over here, you'll see a prototype of one of the safest cars we've ever developed. It'll be out in 1975 and will cost $21,000.
Oh, you're welcome, Nanny, but you don't have to thank me for this **exclusive scoop.**
Tanks?!?
Notice the **energy absorbing bumper?** Until I found this, I'd been using pedestrians.
Since you brought it up, what do you think of the new **safety regulations** set down by the **Federal Government?**
Well, I think they're fine, but a little **too strict.**
How's that?
Well, you start creating **strong bumpers** and the next thing they'll want is a whole car that'll last . . . maybe even as long as **2 years!!**
Do you feel that **cars pollute?**
Nanny, a car by itself is **pollution-free.** It's the person getting into it and starting the motor that's polluting.
HORSES POLLUTE MORE THAN CARS
SUGGESTION BOX
So what is your company doing about this?
Well, my company has come up with a plan to **end pollution.** If every road began at the top of a hill, there'd be no need to start a car . . . you could just **roll down!** Therefore, it's up to our highway department to **re-design** all of our roadways!
WONDE FUL IDEA # 4321
But Mr. Krud, that would take **billions of dollars** in **taxpayer's money!**
What's money when you're ending pollution.
Why don't auto-makers put up some of the funds?
Personally, Nanny, I think we should just **keep the present system** and forget all about pollution . . . it'll blow over!
4327
WOND
RI-IP

Don't you think **car advertising** is **deceiving?** Like, for instance, this ad claims your big car to be the **quietest** on the road.

It is! You see, we haven't quite **perfected the engine** yet and every ten miles the motor cuts off. Now you can't get any quieter than that!

OUR BIG CAR IS THE QUIETEST ON THE ROAD!!

HOSPITAL ZONE

TIPPY TIPPY TOE

Speaking of **defects,** I once had a new car of yours and when I went to **honk the horn,** it fell off into my lap.

Was that our 1969, $8,000 luxury car?

Yes, it was!

Well, that shouldn't have happened.

That's a relief!

That year only the **door handles** were supposed to fall off.

BUCKET SEATS

You know, Nanny, since the invention of the auto, we've improved our cars vastly.

In what ways?

Well, ten years ago a car would only go 4,000 miles before an **oil change** and now we've got it down to 1,000.

How is that an improvement?

How? We now get to change the oil four times as much as before!

OIL

1963

TODAY

Which brings us to the cost of **servicing** and **repairing an auto.** It's ridiculous!

I agree! **Car makers** should be the only ones allowed to repair cars.

If that happened, would repair costs rise?

Never! They'd start out so **high,** nobody would know what to raise them to!

KEEP REPAIR COSTS DOWN... DOWN IN OUR SAFE!

You know, sir, I just don't think your cars are **worth the money.**

Nanny!! Every auto I produce I back up with my **good name!**

But, sir, Your name is **Krud!**

And I'll let you in on a little secret . . . **so are most of my autos!**

Krud

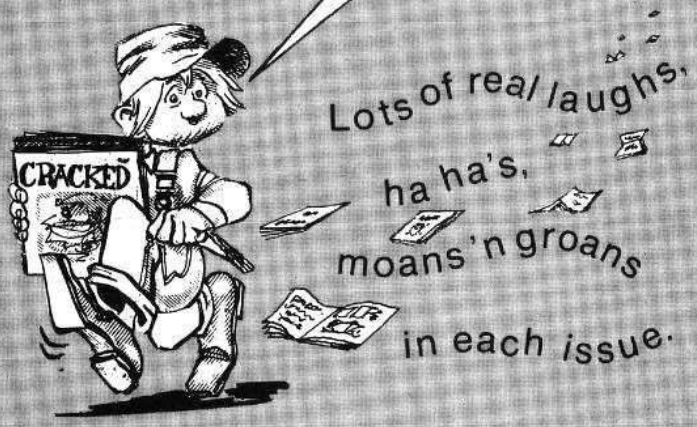
Thank you, Mr. Krud, and with that, this is Nanny Dickering, signing off and returning you to CRACKED. Ah, **Sylvester,** don't cancel that **plane reservation** of mine!!

CRACKED is mailing a dime to Siberia because you want to make a little money go a long long way . . .

CRACKED is becoming so neat that you put a newspaper under the cuckoo clock . . .

WE'RE GIVING AWAY OUR ANNUALS!

(to all those who send us money)



Laugh it up soon! Mail coupon today!

CRACKED ANNUALS
235 Park Ave. South
New York, New York 10003

I enclose ..... Send me the Annuals I have checked. 60 cents each. (Plus 25c for mailing)

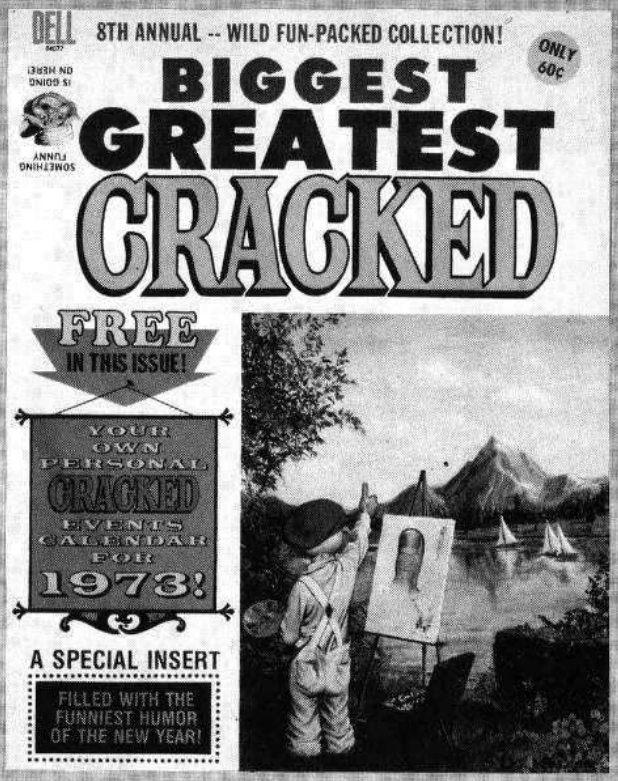
- ☐ **Giant Cracked No. 8**
- ☐ **Biggest-Greatest Cracked No. 7**
- ☐ **Biggest-Greatest Cracked No. 8**
- ☐ **King Sized Cracked No. 5**
- ☐ **King Sized Cracked No. 6**

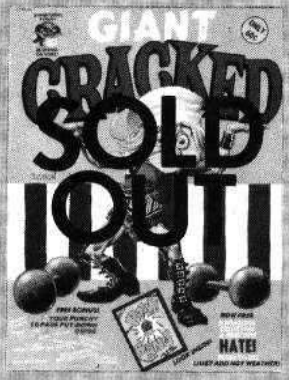
PLEASE RUSH! enclose 25c extra

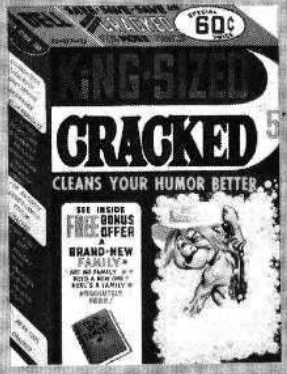
NAME .....

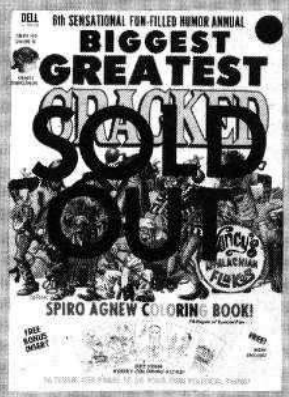
ADDRESS .....

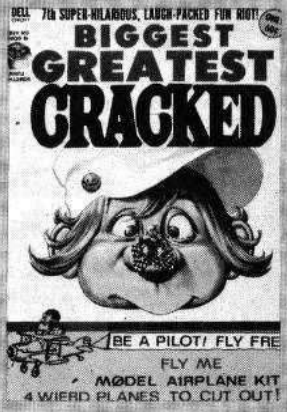
CITY .....STATE ..... ZIP .....





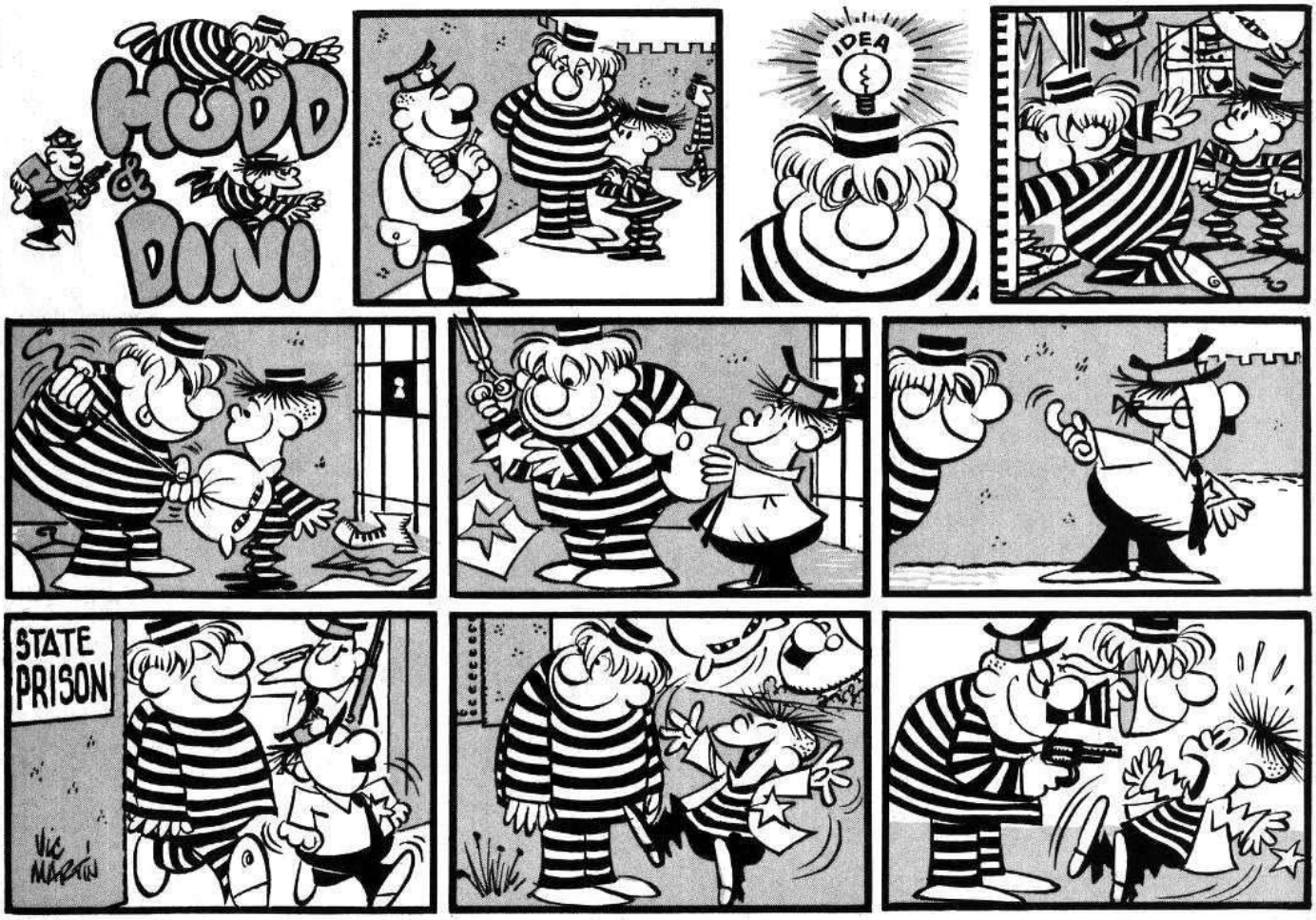






YOUR (UGH) ANCESTORS?

Memorable moments in man's quest for a more meaningful lifestyle???



CRACKED is letting your cold develop into pneumonia because that they can cure . . .

CRACKED is going out and getting a dog for your sister, and other trades like that . . .

SHUT-UPS

SWAAAAAANEE, HOW I LOVE YA, HOW I LOVE YA...
PLASTIC SURGERY
We'll take a little cartilage off here—add bone to the upper part of your cheek and just a touch of skin graft and you'll look like a new man.
PLASTIC SURGERY
SHUT-UP! It's my wife I want you to work on!
Look here! I'm getting sick of you long hairs calling our police officers PIGS!
SHUT-UP! He's my husband. Look at how he eats his pea soup!
Breakfast Special 2 EGGS BACON CARRION only 99¢
Signature of Artist goes here
You should be ashamed of yourself—suppose my wife and two small children saw that!
SHUT-UP! How can I be responsible for my chimney puffing dirty Indian words!
CO. INC

POLLUTION

DON'T EXHALE!

NADER RAIDER BLASTS BOSS

WASHINGTON — "I can't hold back this scoop any longer," confesses Dudley F. DoRight, a member of Ralph Nader's Clean Up Committee. "My job is to make the public aware of faulty structures and my boss is riddled with so many, the homosapien order almost rejected him." The following diagram has been compiled from Mr. DoRight's testimony . . .